

Title:

Fax Advertising

Word Count:

392

Summary:

To many people, fax advertising may seem like an archaic form of advertising. So many people turn to other forms of media for their new entertainment and information about what to buy and what not to buy that receiving an ad via fax may be ineffective...

Keywords:

select media, distribution, consumer mailing, fax advertising, marketing

Article Body:

To many people, fax advertising may seem like an archaic form of advertising. So many people turn to other forms of media for their new entertainment and information about what to buy and what not to buy that receiving an ad via fax may be ineffective. For this very reason fax advertising must be made that much more outstanding to the average consumer when they walk by the fax machine.

When creating a fax advertisement it is important to always keep the customer in mind. Think of things that they would like to see, like pictures and words that will get their attention and come right off the page at them. Making sure that they are able to get there attention and at least read the advertisement is half the battle.

The next step in that strategy is to make sure that the fax advertisement has something that will keep them reading. Incentives are the golden rule for fax advertising. With out something that will keep the customer reading they are most likely going to take the advertisement out of the tray, grumble about it being a waste of their paper, ink or both and then crumble it into a ball and throw it into the garbage. Everyone likes a deal whether it be a discount coupon or a new low rate the customer will want to see something being offered to them for the use of that valued ink and paper.

The final most important note about fax advertising is to make sure that they know how to contact you. Whether it be by phone, fax or website. They need to contact you to take advantage of that great deal that you are offering to them. It would be a complete travesty if they wanted to take up the incentive that was

offered through the fax advertisement and then had no way to contact your business. That would be money down the tubes or just nonchalantly given to another competing business that did leave their contact information.

Fax advertising does not have to be a relic from the prehistoric era. There is still life in those fax machines and a great opportunity to spread the greatness of your business. It can be used to its full potential gaining business for your company by keeping customers on their toes so to speak.