

The Insurance Marketing Department Ltd

Sales and Marketing guides

Number: 1

Topic: How to write an effective advert.

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From time to time, you may decide that you wish to advertise your services to potential customers. You may be interested in generating enquiries within a local geographical area, or from amongst a definable audience on a more widespread basis. Whatever the case, it is essential to have a clear idea of four things: What do you want to say? How should you say it? Who specifically is your target audience? What do you want them to do, once they have read your advert?

This guide is intended to give some practical guidance in how to use these key questions to construct an effective advert. It assumes that you are considering advertising locally, in a newspaper. The principles would also apply to alternative media, but some of the details, such as the use of colour, will differ.

There is no point in spending money on advertising unless you have a clear idea of the message you wish to get across. This might be to announce your existence, or the opening of a new office. Or it might be that you have taken on an additional member of staff and wish to generate business suitable for them to

handle. In general, however, the advertising which is most effective is that relating to a specific opportunity.

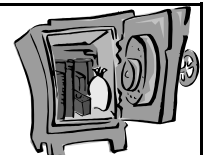
For example, an advert which announces: "ABC Financial Services has opened its doors for business", is unlikely to excite interest amongst the readers of a weekly free distribution paper. The probable response will be: "So what?" There is a school of thought which suggests that continual repetition of a message creates name awareness and thus a greater propensity to act. This may be true, but it takes time and, in the meantime, the adverts have to be paid for, out of commission, or fees.

Experience of seeking to create name awareness suggests that this could best be achieved by offering the "we're here" message in the form of a specific offering which would be of interest to the readers. There is little point in shouting to an already busy market: "Look at us, we are good at

whatever". Few people will take the time out of a heavy work load, or their scarce free time, to bother even to consider whether the topic identified is of interest to them, or not; there is no hook to catch the eye.

Advertising is different from selling. In a sales situation, you are on the spot, able to gauge the reaction of your audience and adjust your presentation to build on the opportunities this presents. With advertising, you cannot adapt your message to suit different individuals' circumstances and must

Unlock your savings now



Are your savings working as hard for you as they could? The answer is probably no! But they should be . . .

While you are at work, the money you have put aside for your retirement could be doing little more than sitting in the bank or a building society.

Using a savings account is fine for money that you might want access to soon, but if you are looking to the longer term, you really need to look at the alternatives, such as equities.

But this can be a nightmare, unless you are an expert.

Professional help is at hand just a telephone call away. For all your investment needs, contact:

ABC Financial Services

 **01234 567 899**

Or: www.abcfs.co.uk