

## WHERE should I advertise?

An advertising budget can vary greatly from business to business. A general rule of thumb is to spend 7-8% of your annual revenue on marketing. However, if you are a startup, you will need to spend more while and some businesses might spend less. No matter what, set a budget and put it towards paid advertising.



### **BRANDING: It is good to be well known**

Make sure your Brand is recognized and that people know your USP. Branding is most effective when done consistently and over the long term, think Coca-Cola and McDonalds. Good ways to achieve this in advertising are:

- ♦ Print Ads
- ♦ Online-line Display Ads
- ♦ Local 'Favorites or Best of' Contests
- ♦ Online Video
- ♦ Direct Mail
- ♦ Logo Placement
- ♦ TV Ads
- ♦ Social Media Page
- ♦ Home Shows & Fairs
- ♦ Billboards/Signage
- ♦ Reputation Management (5 Stars)
- ♦ Promotional Items with your Logo

#### **Other Options:**

- ♦ Sponsor local schools and sports teams
- ♦ Local Non-Profit work
- ♦ Effective, Clear, Website
- ♦ Networking Events and Chamber of Commerce

### **LEADS/CLICKS/VISITS**

Leads, Clicks and Visits are driven by offers and benefit-focused marketing. Possible ways to achieve this are:

- ♦ SEM (Paid Google Search Ads)
- ♦ SEO (Organic Search Optimization)
- ♦ Paid Google Maps Management
- ♦ Print Ads
- ♦ Local "Favorites or Best of" Contests
- ♦ Geo-Targeted Location-Based Digital Ads
- ♦ Paid Social Media Ads
- ♦ User Generated Content (UGC)
- ♦ TV/Radio (OTT & CTV)

#### **Lead Generation**

- ♦ Online Webforms
- ♦ Make an offer that is too good to refuse (*Use FREE if possible*)
- ♦ Make sure your pricing is correct to allow discounts
- ♦ Make unique offers to draw people in
- ♦ Have a plan for follow-up

A steady flow of leads can greatly increase business. A business needs to be able to manage the leads and close business with them. For the right businesses, however, this can be a huge growth strategy.

We have found that pairing print ads with online display, social media, and retargeting ads is the best way to be highly effective in your marketing. Covering many advertising mediums is called Omni-Presence marketing which will help you become well-known, build trust in your company, and give your brand credibility.

### **What should I say in my marketing?**

*Utilize the Marketing Playbook to hone in your messaging.*