

HOW TO SUCCEED WITH NEWSPAPER ADVERTISING

With newspaper advertising,
Consistent Advertising = Familiarity = Trust = Customers.
People won't buy from you until they trust you!

That trust and confidence takes time to build up. To be successful with newspaper advertising, you need persistence, patience, and a budget to keep your newspaper advertising running to build that trust.

- Expect to run your newspaper advertising for two months before you see an increase in sales.
- It takes some time to build trust. And if you quit, you have to start all over again. Don't waste your money starting a newspaper advertising program if you can't give it time to work.

WHEN AND WHERE YOUR AD SHOULD APPEAR

Your newspaper advertising strategy will depend on your type of business. The key question is:

“When and where do your customers look for your type of business?”

Here are some general placement guidelines:

- A smaller advertisement run repeatedly will do better than a larger ad run less often. FAMILIARITY = TRUST
- Shoppers read the Friday, Saturday and Sunday papers to plan their weekend shopping.

Changing your ad frequently is not recommended. Your customers have come to recognize it, thus building your trust. Many companies never change their basic newspaper advertising design. This is a good strategy as long as their ads are working.

ATTENTION

You will see us repeat this idea over and over.

Your ad has a zero percent chance of succeeding if your prospect doesn't read it.

Attention is everything in newspaper advertising. Don't be shy. You want the biggest ad that makes economic sense, and the most stunning presentation you can design. Your ad must stand out from all of the others on the page. Conservative ads won't even get noticed.

DIRECT RESPONSE NEWSPAPER ADVERTISING

Once you get their attention, your newspaper advertising needs to motivate your customers to respond now. A direct response ad is written to get attention, interest, desire, and action immediately. How are you going to get them to respond?

A Direct Response Advertisement:

1. Gets attention through design, ad size, placement, and timing.
2. Stimulates interest by touching on human emotions, desires, and needs.
3. Creates desire by offering solutions to emotions, problems, or needs.
4. Gets action by making the solution highly desirable yet affordable and easy.

INCREASE YOUR RESPONSE RATE

- Your headline is 70% responsible for the success of your ad. You want it to promise the biggest benefit, or to ask a provocative question. "Loose 10 pounds in 2 weeks" is a benefit promise headline. Your Headline Must Be Great.
- Write a few different strong headlines, and try them out. An improved newspaper advertising headline could triple the response rate to your ad, or more. Same ad - different headline - three times the response. How do you do it? You test different headlines, and measure the response.
- You want your newspaper advertising to awaken strong emotions in your customers. Emotions are triggered by clear and powerful benefits. Give benefits, not features. Touch on human desires and needs, and offer the solution to the problem.
- People will justify their emotional decisions later. Newspaper advertising is not the place for a logical argument or justification. The job of the ad is to get a response.

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- Twice as many readers will look at your graphic than read your headline. By using a graphic or a photo, you are getting the attention of twice as many people with your newspaper advertising.
- 60% of consumers believe ads that offer a money-back guarantee. 57% believe ads that carry an official third party endorsement. 46% of consumers believe claims based on survey results. Use these tools in your newspaper advertising if you can.
- Offer different deals every few weeks. One offer will out-pull the others. This will also help you to get different kinds of customers who respond to different offers.
- Use a time limit for response in your newspaper advertising. Time limits work.
- Offer a limited number of free consultations or special deals per month. “Only the first 50 people...” This gets people to respond now.
- About 1/3 of readers will stop reading your newspaper advertising after the first 50 words. An additional 25% will stop reading after 200 words. PUT THE BENEFITS UP FRONT.
- People believe testimonials. Use them if you can in your newspaper advertising.
- Be careful when measuring the response to your newspaper advertising. Many unpredictable things can go wrong or right that have nothing to do with your ad. Current events, the weather, and competitor actions can help or hurt you in the short run. You may get great placement and a great response, or the exact opposite. Just average it all out. Ask your customers where they saw your ad, and be persistent. Good luck or bad, it’s time and patience that will pay off with your professional newspaper advertising.
- Tell your customers to respond now. Tell them what to do and how to do it. Make it as simple as possible for them to respond to your newspaper advertising. [Offer credit, discounts, delivery, 800#, web information, directions, map, etc.]
- Understand how response devices work. [Coupons, phone #'s, return cards.]
- Use the problem – solution format in your newspaper advertising. And always ask questions that get a “Yes, that’s me” reply.
- Buy a bigger ad. Effective newspaper advertising requires space. If you need to include a lot of information in your ad, don’t try to cram it all into a little box.
- Your newspaper advertising also needs to work with the reader’s physical eye movements. The point of attraction for the eye, and the subsequent movement or natural reading progression, needs to lead the reader toward the response device.

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COPYWRITING

1. Get to the point. Put the big benefit in the headline. We are not kidding that people will give you one second of attention before moving on.
2. Use the right words – words that sell. Words like FREE. Yes. Instantly. Truth. Last Chance. New. Guaranteed. Dramatic. Easy. Secrets. Magic. Startling. Hurry. Money. Words are powerful if you find the right ones.
3. Break the rules in your category. For example, a bank is having a sale. They need to “move out last years old \$100 bills, to make room for this years new \$100 bills”. They have put money on sale. It’s a wonderful campaign because they have broken the rules in their category. It makes for great newspaper advertising.
4. Use benefits, not features. Saving someone an hour is a feature. Having an extra hour to spend with your children is a benefit. What does the feature do for the customer? That is the benefit.
5. Excitement. Excitement! EXCITEMENT! If you are not excited about your product or service in your newspaper advertising, why should anybody else be?
6. Your newspaper advertising should get the customer to physically nod their head and think, “Yes, that’s me”. “Yes, it’s time to fix this problem.” If your newspaper advertising can keep them saying yes, then they are more likely to call when you tell them to.
7. Solve problems. Use your newspaper advertising to remind prospects that they have the problem, and then offer the solution.

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DESIGN TIPS

1. Your newspaper advertising has a zero percent chance of succeeding if your prospect doesn't notice it. Attention is everything in advertising. You need visual impact, white space, a distinctive border, font, angles, or whatever it takes to stand out on the page. Your newspaper advertising must be distinctive, unusual, and it should contrast with the other ads on the page. Be different.
2. Paste your ad into the newspaper to get an idea of whether or not it will stand out.
3. What is the paper offering? Run of press [ROP] positioning means that the publisher is free to place your ad anywhere in the normal pages of the paper. You want your ad to be on a page where people spend time reading. The longer they stay on the page with your ad the better. You normally will pay a premium of 10% - 50% for good position, but it's probably worth it. Good positioning could double or triple your response rate.
4. Use only serif typeface for copy. It boosts reading speed, and can increase comprehension by up to 300% over other fonts.
5. Editorial style advertising increases readership by over 50%. With editorial style advertising, the copy is laid out like a regular news story. The word "advertisement" always appears above the copy. If you have a story to tell, think about using editorial style advertising.
6. Your newspaper advertising should be easy to look at and easy to read. Poor use of capitalization, bolding, or italics will decrease reading comprehension by 50%. Bad sentence structure will also reduce comprehension.
7. Use 12 point font for copy. Use 14 point font if your customers are senior citizens.
8. Don't use technical jargon. You will lose way too many readers.
9. Reversed copy gets attention in newspaper advertising, but it is hard to read. If you use it, keep the copy very short, and the font very big.
10. Make sure photos face into your ad, not toward a competitor's ad.
11. Make sure your newspaper advertising looks different from your competitor's. Don't advertise for them.
12. Vary sentence and paragraph length. Eight words per sentence will get the highest readership.
13. A smaller ad should have a single focus - one solution for one problem.
14. Busy layouts often work better than clean, balanced ads because they keep the reader involved.
15. Use benefit captions under your photos in all of your newspaper advertising.
16. Word your offer carefully and clearly. Your offer is a promise about the level of service you will deliver to your customer's. Your offer will set your customers expectations, so you want to be very clear.
17. Coupons get the highest response rate for all printed marketing materials. Use one if you can in your newspaper advertising.

Source: Professional Advertising 2002