7

Persuading Consumers

Chapter 7 Learning Objectives 7

7.1 To understand the elements and persuasive capabilities of communication, as well as the barriers to effective communication.

7.2 To understand the distinctions between broadcasting and narrowcasting.

7.3 To understand how to design persuasive messages effectively.

7.4 To understand the effectiveness and limitations of prominent advertising appeals.

7.5 To understand how to measure the effectiveness of advertising messages.

Humor and Fear Appeals

Humor

FIGURE 7.1 A Humorous Appeal: Delsey Luggage

Fear

THE LONGER YOU WAIT, THE DEADLIER ABUSE GETS.
Abuse only gets worse over time. If you're being abused, we can help.
Call 414-933-2722 now. Before it's too late.

family peace center

FIGURE 7.2 A Fear Appeal: Family Peace Center

Learning Objective 7.1

7.1 To understand the elements and persuasive capabilities of communication, as well as the barriers to effective communication.
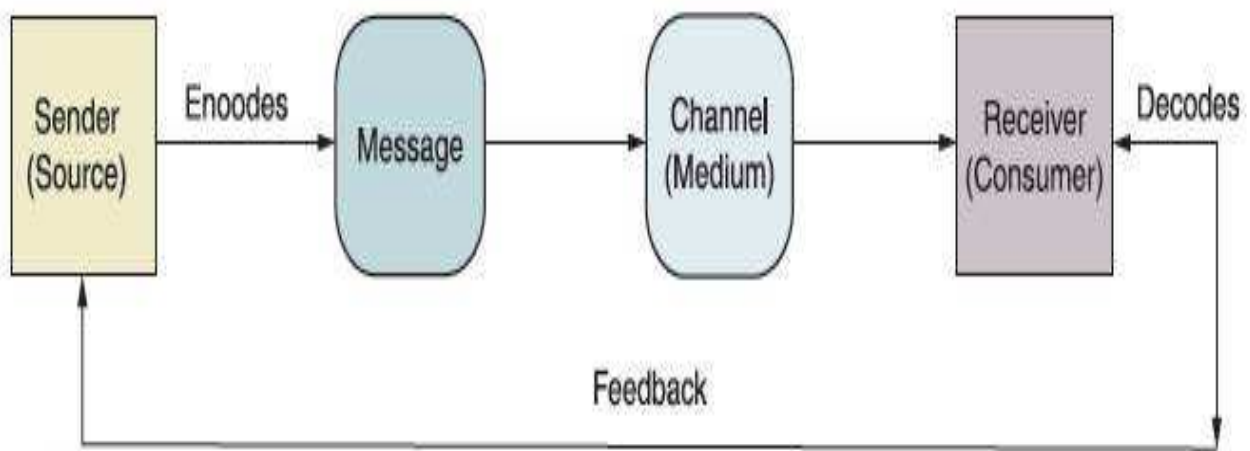
FIGURE 7.5 Communication Model

- **Communication** is the transmission of a message from a sender to a receiver via a medium of transmission.

The five basic components of communications are: sender, receiver, medium, message and feedback.

– **<u>Senders</u>** encode their messages using words, pictures, symbols, spokespersons and persuasive appeals.

– **<u>Receivers</u>** decode the messages; to be persuasive, the messages must be decoded as the senders intended.

– **Advertising appeals** are the encoding used by marketers, and include humor, fear, sex, and comparative appeals.

– **communication feedback**, which alerts the sender as to whether the intended message was received

Communications

- Impersonal vs. interpersonal
- Formal vs. informal

FIGURE 7.6 The Importance of Interpersonal Communication

- **impersonal communications**:

 are messages that companies transmit through their marketing departments, advertising or public relations agencies, and spokespersons.

 - The sources of **interpersonal communications**: * <u>A formal communications</u> source represents either a for-profit or not-for-profit organization (e.g. a salesperson).

*<u>An informal source</u> might be a parent or a friend who gives product information or advice.

- The **key factor underlying** the persuasive impact of messages is the source's credibility (the extent to which the receiver trusts/believes the source sending the message.

- **Media** are the channels for transmitting communications.

- 1)   Traditional media are the original communications channels that advertisers have used and are generally classified as print and broadcast.

- 2)   New media are online channels, social networks and mobile electronic devices.

Communication Interference

- Selective exposure

- Time shift

- Psychological noise

- Overcoming psychological noise:
    - Repetition
    - Contrast
    - Digital technologies
    - Effective positioning and providing value

- **Selective exposure** refers to consumers' selectivity in paying attention to advertising messages.

a) <u>Technology provides </u>consumers with greater ability to control their exposure to media.

b) <u>Viewers</u> can time shift by recording TV shows and may skip commercials when they watch them at their leisure.

- string

- Psychological noise includes competing advertising messages or distracting thoughts that can affect the reception of the promotional message.

a)   Strategies to overcome or limit psychological noise include:

1-   Repeated exposure to an advertising message (principle of redundancy)

2-   Using contrast: featuring an unexpected outcome, increasing sensory input, identifying message appeals that attract more attention.

3-   Customizing messages via monitoring on digital technologies

b)   Positioning and providing value are the most effective ways to ensure that a promotional

Discussion Questions

- How have informal sources affected your decision as a consumer?

- Which informal sources are the most powerful? Why? When?

Learning Objective 7.2

7.2 To understand the distinctions between broadcasting and narrowcasting.

- **Traditional media** is synonymous with broadcast media (or mass media) and consists of channels where all receivers receive the same one-way messages from marketers (i.e., they cannot send direct responses to the message sources).

Comparison

Traditional media

- Broadcast
- One-way
- Directed at groups
- Not customized or interactive
- Less accurate feedback, delayed feedback

New media

- Narrowcast
- Two-way
- Addressable
- Customized
- Interactive
- Response-measurable

- New media are channels of narrowcasting, defined as means that permit marketers to send messages that are:

- a)   Addressable and directed to specific persons rather than groups of consumers.

- b)   Customized, and based on data gathered from tracing consumers' surfing and clicks online, in combination with other information, to either small groups or individual consumers.

- c)   Interactive because, in most narrowcasts , an action by the consumer—in the form of a click on a link or banner—triggers the transmission of a message.

- d)   More response-measurable than traditional broadcasted ads because communication feedback is more accurate and received sooner.

- ***Addressable advertising*** consists of customized messages sent to particular consumers.

a)   These messages are based mostly on the consumers' prior shopping behavior, which marketers have observed and analyzed.

b)   Some of this data comes from ***data aggregators*** that use data from users' browsers, Google, Yahoo!, and Facebook to build models that marketers in turn use to design the different ads customers see.

Discussion Question

- How are cable operators making advertisements more addressable?

- How do you feel consumers will react to cable operators' use of data to make ads more targeted?

Learning Objective 7.3

7.3 To understand how to design persuasive messages effectively.

Messages

- Verbal, nonverbal or both
- Steps for sponsor (individual or organization)
  - Establish objectives
    - Create awareness
    - Promote sales
    - Encourage/discourage practices
    - Attract patronage
    - Reduce dissonance
    - Create goodwill/favorable image
  - Select medium
  - Design (encode) message

Message Decisions

- Images and text
- Message framing
- One-sided vs. two-sided messages
- Order of presentation

Images and Text

FIGURE 7.7 Nonverbal Communication

Message Framing

Discussion Question:

When should a marketer use positive message framing? Negative message framing?

One- vs. Two-Sided Messages

Source: Bayer HealthCare LLC

FIGURE 7.9 An Illustration of Comparative Advertising

Order Effects

Discussion Question:

When should marketers rely on the primacy effect? When should they rely on the recency effect?

Learning Objective 7.4

7.4 To understand the effectiveness and limitations of prominent advertising appeals.

Comparative Ads

- Sophistication
- Negativity
- Gender
- Promotion vs. Prevention-focused
- Reasonable factual evidence

Fear Appeals

- When do they work?
- When are they unlikely to work?

FIGURE 7.11 A Fear Appeal: Discouraging Distracted Driving

Guidelines for Fear Appeals

1. Understand reaction and previous experiences

2. Beware the boomerang effect

3. Behavior change long and complex process

4. Study relationship with action and anxiety

5. Determine whether rational or emotional fear appeal

6. Repeat advertising over the long term

7. Accept that some addicts may not respond

8. Consider alternatives

Humor Appeals

What are some key findings related to the effectiveness of humor appeals?

FIGURE 7.12 A Humorous Appeal: Parents Daydream about Their Children "Disappearing" while Vacationing at Ving Resorts

Sexual Appeals

FIGURE 7.3 A Sexual Appeal: ALT Magazine

Timeliness Appeals

TABLE 7.1 Advertising Appeals During Economic Downturn	
OBJECTIVE	**CAMPAIGN THEME**
Restore confidence in banks	Humor: "We love Chase and not just because they have a million dollars."
Make people feel good during down economic times	Happiness: Bank of America: "Bank of opportunity"; Coca Cola: "Open happiness"; Western Union: "Yes"; Ads for a Broadway show promise "a happy moment" during "challenging times" and predict better times ahead.
Attract consumers who became more sensible	Advertising so products seem affordable and sensible rather than indulgent and fabulous. Not appealing to conspicuousness or status. Avoiding aspirational advertising.
Attract buyers who feel uncomfortable about buying real estate	Initially, an ad for an NYC condo proclaimed "not just an address, it's an attitude," and showed beautiful young people dining out or shooting pool. During the economic downturn, new marketing materials promise "clean styling and attractive pricing," and feature a child reaching for a juice box at a local market and an older gentleman leaving the building with his dog.
"Comfort marketing": appeal to nostalgia	Bringing back vintage characters, themes, and jingles to evoke past fond memories that make shoppers feel better about buying products now. Reassuring consumers who demand value for their money that they are buying products that have stood the test of time.
Encourage consumers who are short on cash to paint and renovate their homes themselves	Selling paint: The marketers chose not to show people painting walls or interiors, because such ads remind people that painting is a mundane chore. Instead, they attempted to position paint as the mind-space of the consumers and appeal to their imaginations and emotions. For example, one ad states that: "To others, a wall is a canvas, an invitation, a blank slate"; the voiceover continues, to a lush soundtrack: "The right color can turn any wall into so much more."

Learning Objective 7.5

7.5 To understand how to measure the effectiveness of advertising messages.

Measuring Feedback

- Interpersonal communications → immediate feedback

- **How are sales effects different from persuasion effects?**
- **How are persuasion effects different from media exposure effects?**

Advertising and Public Relations

Objectives

- Describe the nature and types of advertising

- Explore steps in developing an advertising campaign

- Identify responsibility for developing advertising campaigns

- Examine public relations tools

- Analyze how public relations is used and evaluated

The Nature and Types of Advertising

- Advertising – paid nonpersonal communication about an organization and its products transmitted to a target audience through mass media
  - Promotes anything advertisers want to publicize

Types of Institutional Advertising

- Institutional – advertising that promotes organizational images, ideas, and political issues

- Advocacy – advertising that promotes a company's position on a public issue
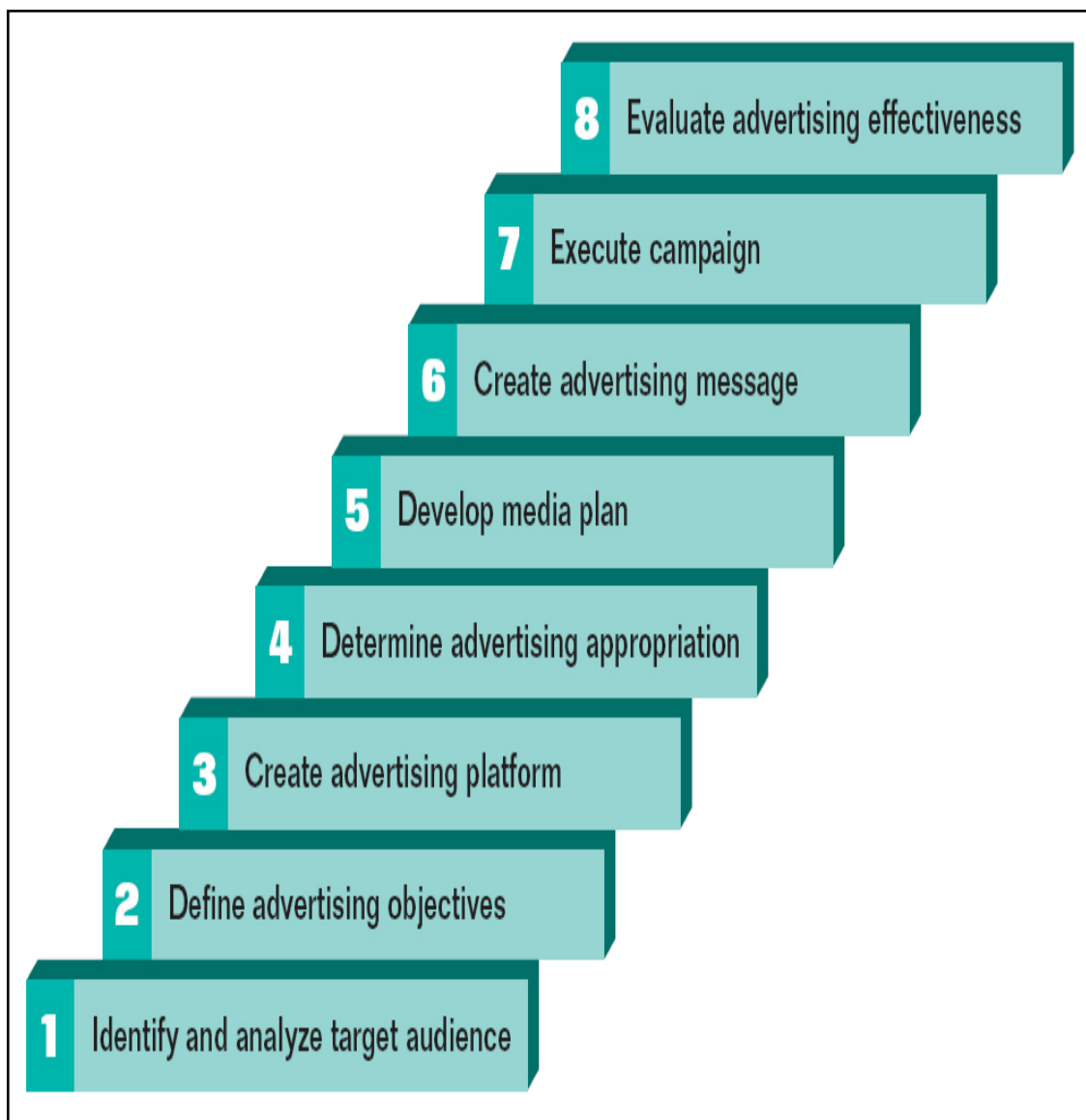
Types of Product Advertising

- Product advertising – promotes the uses, features, and benefits of products
- Pioneer – focuses on a product category by informing potential buyers about the product
- Competitive – points out a brand's special features, uses, and advantages relative to competing brands

Developing an Advertising Campaign

- Advertising campaign – the creation and execution of a series of advertisements to communicate to a particular target audience

Steps In Developing And Implementing An Advertising Campaign

8 Evaluate advertising effectiveness

7 Execute campaign

6 Create advertising message

5 Develop media plan

4 Determine advertising appropriation

3 Create advertising platform

2 Define advertising objectives

1 Identify and analyze target audience

Creating the Advertising Platform

- Advertising platform – basic issues or selling points to be included in an advertising campaign
- Important to customers

Determining the Advertising Appropriation

- Advertising appropriation – budget for a specific time period
  - Geographic size of market
  - Distribution of buyers
  - Type of product
  - Firm's sales volume vs. competitor's sales volume
- Appropriation for business products vs. convenience items

Twenty Leading National Advertisers

Organization	Advertising Expenditures ($ millions)	U.S. Sales ($ millions)	Advertising Expenditures as % of Sales
1. General Motors	3,997	134,380	3.0
2. Procter & Gamble	3,920	23,688	16.5
3. Time Warner	3,283	33,572	9.8
4. Pfizer	2,957	29,539	10.0
5. SBC Communications	2,687	40,787	6.6
6. DaimlerChrysler	2,462	80,224	3.1
7. Ford Motor	2,458	100,208	2.5
8. Walt Disney	2,242	24,012	9.3
9. Verizon	2,197	69,269	3.2
10. Johnson & Johnson	2,176	27,770	7.8
11. GlaxoSmithKline	1,828	17,513	10.4
12. Sears Holding	1,823	31,230	5.8
13. Toyota Motor	1,821	55,007	3.3
14. General Electric	1,819	90,954	2.0
15. Sony	1,665	19,741	8.4
16. Nissan Motor	1,540	34,709	4.4
17. Altria Group	1,399	39,966	3.5
18. McDonald's	1,389	24,390	5.7
19. L'Oreal	1,341	4,711	28.5
20. Unilever	1,319	11,231	11.7

Techniques in Determining Advertising Appropriation

- Objective-and-task – determining campaign objectives and the tasks needed to obtain objectives

- Percent-of-sales – multiplying the firm's past and expected sales by a standard percentage

- Competition-matching – matching competitors advertising outlays

- Arbitrary – budget specified by high-level executive in the firm

Developing the Media Plan

- Media plan – specifies the media vehicles to be used and the schedule for running advertisements
  - Reach and frequency
- Cost comparison indicator – compares the costs of ad vehicles in a specific medium in relation to the number of people reached
- Media schedules – continuous, flighting, and pulsing

Advertising Expenditures By Media
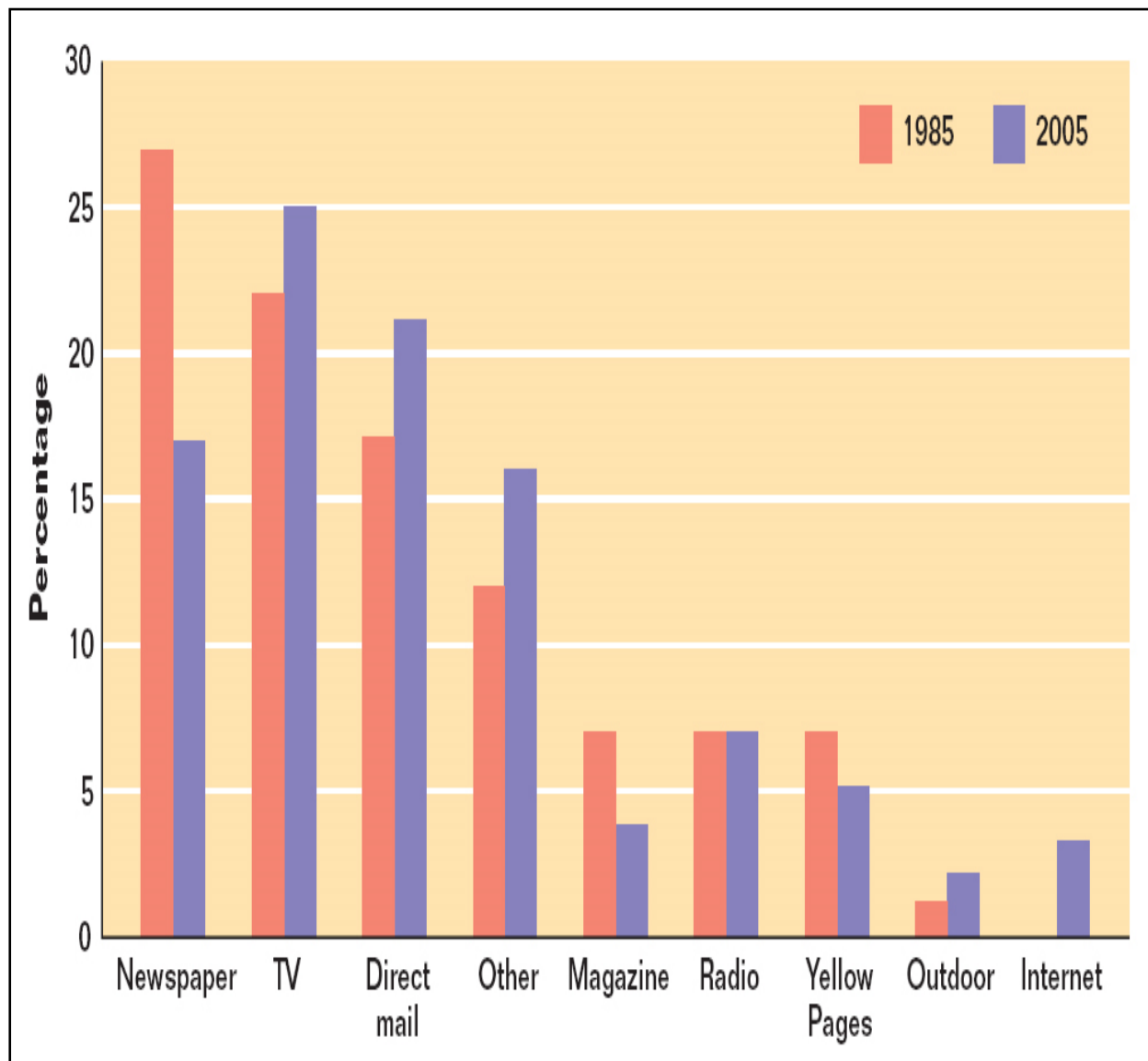
Advantages/Disadvantages Of Major Media Classes

| table 19.2	ADVANTAGES AND DISADVANTAGES OF MAJOR MEDIA CLASSES	
Medium	**Advantages**	**Disadvantages**
Newspapers	Reaches large audience; purchased to be read; geographic flexibility; short lead time; frequent publication; favorable for cooperative advertising; merchandising services	Not selective for socioeconomic groups or target market; short life; limited reproduction capabilities; large advertising volume limits exposure to any one advertisement
Magazines	Demographic selectivity; good reproduction; long life; prestige; geographic selectivity when regional issues are available; read in leisurely manner	High costs; 30–90 day average lead time; high level of competition; limited reach; communicates less frequently
Direct mail	Little wasted circulation; highly selective; circulation controlled by advertiser; few distractions; personal; stimulates actions; use of novelty; relatively easy to measure performance; hidden from competitors	Very expensive; lacks editorial content to attract readers; often thrown away unread as junk mail; criticized as invasion of privacy; consumers must choose to read the ad
Radio	Reaches 95 percent of consumers; highly mobile and flexible; very low relative costs; ad can be changed quickly; high level of geographic and demographic selectivity; encourages use of imagination	Lacks visual imagery; short life of message; listeners' attention limited because of other activities; market fragmentation; difficult buying procedures; limited media and audience research
Television	Reaches large audiences; high frequency available; dual impact of audio and video; highly visible; high prestige; geographic and demographic selectivity; difficult to ignore	Very expensive; highly perishable message; size of audience not guaranteed; amount of prime time limited; lack of selectivity in target market
Internet	Immediate response; potential to reach a precisely targeted audience; ability to track customers and build databases; highly interactive medium	Costs of precise targeting are high; inappropriate ad placement; effects difficult to measure; concerns about security and privacy
Yellow Pages	Wide availability; action and product category oriented; low relative costs; ad frequency and longevity; nonintrusive	Market fragmentation; extremely localized; slow updating; lack of creativity; long lead times; requires large space to be noticed
Outdoor	Allows for frequent repetition; low cost; message can be placed close to point of sale; geographic selectivity; operable 24 hours a day; high creativity and effectiveness	Message must be short and simple; no demographic selectivity; seldom attracts readers' full attention; criticized as traffic hazard and blight on countryside; much wasted coverage; limited capabilities

Sources: William F. Arens, *Contemporary Advertising* (Burr Ridge, IL: Irwin/McGraw-Hill, 2004); George E. Belch and Michael Belch, *Advertising and Promotion* (Burr Ridge, IL: Irwin/McGraw-Hill, 2004).

Creating the Advertising Message

- Product Features

- Characteristics of target audience

- Campaign objectives

- Choice of media
  - Magazines: regional issues

Geographic Divisions for *Time* Regional Issues
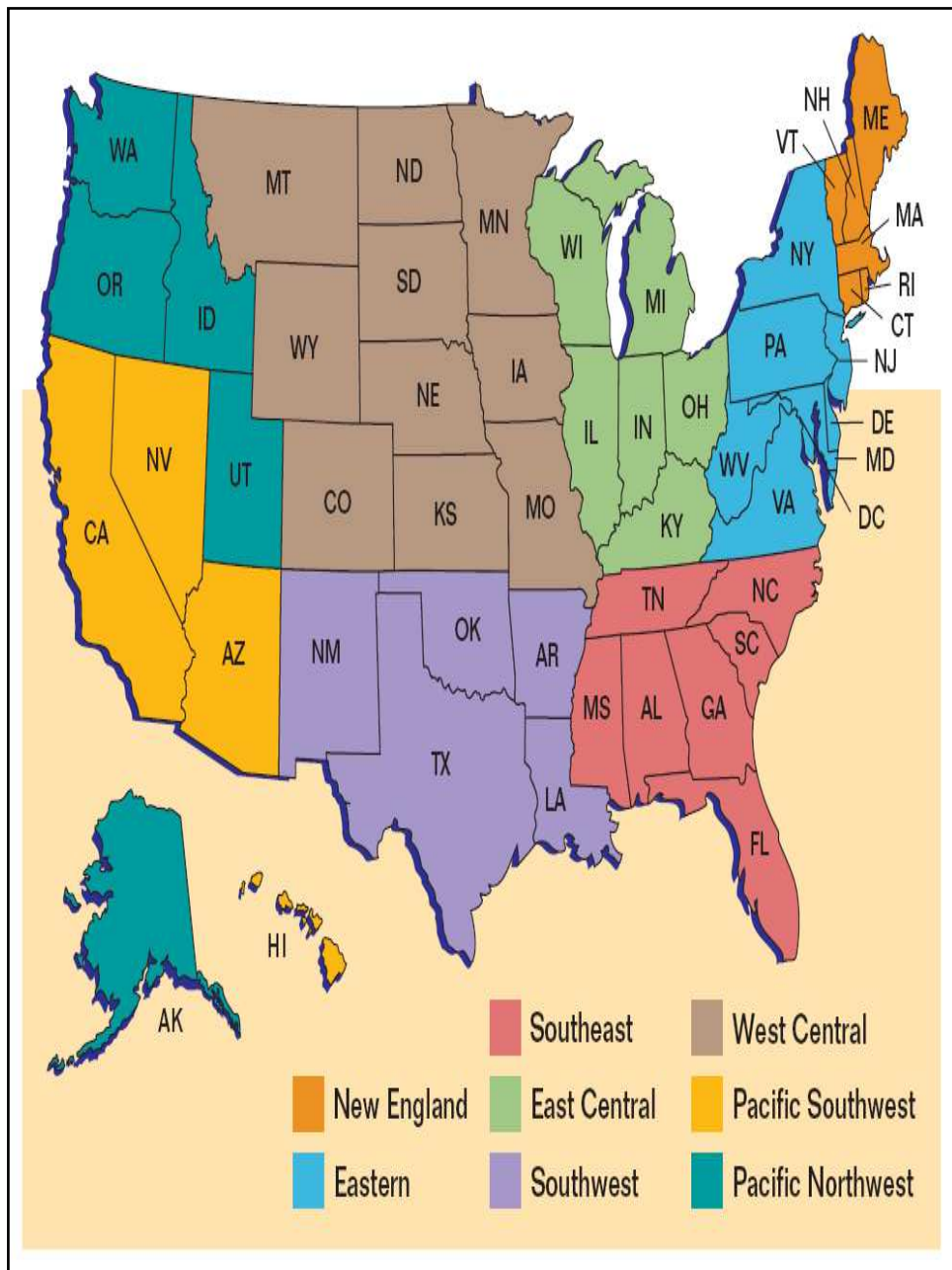
Components of Advertising Message

- Copy – verbal portion of ads
  - Storyboard
- Artwork – illustrations and layout
  - Illustrations
  - Layout

Guidelines For Body Copy

1) ID Specific Desire/Problem

2) Recommend Product

3) State Product Benefits

4) Substantiate Claims

5) Ask For Buyer Action

Signature Elements

- Trademark
- Logo
- Name
- Address

- Attractive
- Legible
- Distinctive
- Easy to Identify

Radio Copy

- Informal
- Conversational
- Perishable
- Short, Familiar Terms

Evaluating Advertising Effectiveness

- Pretests – evaluation of advertisements performed before a campaign begins
  - Consumer jury
- Posttest – evaluation of advertising effectiveness after the campaign
  - Recognition
  - Unaided Recall
  - Aided Recall

Who Develops the Advertising Campaign

- Individual
- Department
- Agency

Public Relations

Communication efforts used to create and maintain favorable relations between an organization and its stakeholders

Public Relations Tools

- People
- Places
- Ideas
- Activities
- Countries

- Publicity – communication about the organization and/or its products transmitted through mass media at no charge
  - News release
  - Feature article
  - Captioned photograph
  - Press conference

Possible Issues
For Publicity Releases

table 19.3 | **POSSIBLE ISSUES FOR PUBLICITY RELEASES**

Changes in marketing personnel	Packaging changes
Support of a social cause	New products
Improved warranties	New slogan
Reports on industry conditions	Research developments
New uses for established products	Company's history and development
Product endorsements	Employment, production, and sales records
Quality awards	Award of contracts
Company name changes	Opening of new markets
Interviews with company officials	Improvements in financial position
Improved distribution policies	Opening of an exhibit
International business efforts	History of a brand
Athletic event sponsorship	Winners of company contests
Visits by celebrities	Logo changes
Reports on new discoveries	Speeches of top management
Innovative marketing activities	Merit awards
Economic forecasts	Anniversary of inventions

Evaluating
PR Effectiveness

- Environmental Monitoring
- PR Audit
- Communications Audit
- Social Audit

Dealing With Unfavorable PR

- Prevent Negative Incidents
- Establish Policies & Procedures
- Expedite Coverage
- Be Forthright
- Take Prompt Action

Advertising is the means of informing and influencing a vast audience to buy a product or service through visual, oral or written messages. Advertising can be described as a paid form of non-personal presentation and promotion of ideas, goods or services. A business that wants to step into markets and make a mark definitely needs advertising. There is hardly any organization that does not advertise these days. Advertising can be done through various media such as newspaper, magazines, television, radio, posters, hoardings, billboard and in recent times, the internet.

Nature of advertising

Advertising is the prominent element of the promotion mix. Advertising has a huge reach and is pervasive in nature. Here's more about what an advertising message should have:

- **Attention Seeker**
The term '**advertising**' is derived from the Latin word '**advertere**' that means '**to turn the attention**'. Every piece of advertising attempts to seek the attention of your audience towards a product or service.

- **Has a unique selling proposition**
Often, the advertiser need to have a unique selling proposition (USP). This unique selling proposition makes the product or service stand out of the crowd. Advertising attempts to persuade and influence the audience through the different kinds of appeal.

- **Visually attractive**
advertisement uses crisp information and focuses on the visual treatment to convey the message. The visual and non-verbal elements play a dominant role in advertising. An advertisement uses crisp information and focuses on the visual treatment to convey the message. The visual elements used in the advertisements not only convey the information, but also tell a story.

- **Consumer oriented**
Advertising broadens the knowledge of the consumers. With this nature of advertising, consumers can have the know how of the products, brands or services that exist in the market. In fact, every product or service is designed in a way to keep the consumers satisfied.

- **Uses various media**
Apart from print platforms like newspapers and magazines, its presence can now also be seen in audiovisual platforms like, films, hoardings, banners and many such promotional campaigns.

Scope of advertising

Advertising is often regarded as the most important means of marketing a company's services and tools. The scope of advertising is to communicate a message to current customers or potentially target new customers. It helps a company get a message or a piece of information across to their customer base regarding a new product or special deal.

- **Scope of advertising by budget**
There is always a budget allocated for advertising and promotion within the marketing budget. The budget allocated should be in coordination with the type of advertisement the organization wants. The resources and other requirements are to be kept in mind for the budget allocation.

- **Scope of advertising by deliverables**
Once the budget is decided, the marketing plan can be projected further. A detailed scope of work that deliverables require can be outlined. Agencies can now develop a proposed resource plan.

- **Scope of advertising by allocating deliverables**
For creative work, allocating the type of deliverables (TV, online, mobile, press, magazine, etc) based on the previous campaign requirements can be more insightful after the previous plan.

- **Scope of advertising by strategy**
Once the deliverables are allocated, *advertising agencies* can define the strategic requirements by

brand or category and develop a scope of work based on past requirements and remuneration for similar strategic deliverables.

Benefits of advertising

Advertising is a huge industry. It has created opportunities for various domains. The benefits of advertising include:

- **Launch of a new product:** Advertising plays very significant role in the introduction of a new product in the market. It stimulates the people to buy or know about a product.
- **Increases markets:** It helps the manufacturers to expand their markets. It opens the horizons for new markets for the product or service.
- **Mass sales:** Advertising facilitates mass production to goods that ultimately results in a raised volume of sales.
- **Keeps the competitive spirit alive:** Advertising helps in keeping the competition and the competitors at bay. It keeps a regular check on the performance of your brand or product.
- **Creates goodwill:** Advertising builds goodwill of a brand. Advertising is a crucial source through which the audience gets to know about a brand or product. If a company is spending on advertisement, it means they care to make their consumers aware. This increases the goodwill of a brand.
- **Creative minds:** Every place has a rich pool of strategic and creative minds, media and professionals. And every advertising organization possesses such talents.
- **Consumer awareness:** Advertising is educational and dynamic in nature. It educates the customers about the new products and their diversifications.
- **Direct link:** Advertising aims at establishing a direct link between the manufacturer and the consumer. This rules out the possibility for a middlemen to be involved in between.
- **Creates employment:** Advertising provides and creates more employment opportunities for many talented people in the industry.

The experience of the advanced nations shows that advertising is greatly responsible for raising the
living standards of the people. In the words of Winston Churchill "**advertising nourishes the consuming power of men and creates wants for a better standard of living.**" By bringing to the knowledge of the consumers, the choices available to them, advertising has transformed the world.

Steps in Advertising Process

"Mass demand has been created almost entirely through the development of Advertising"

Calvin Coolidge in the New York Public Library.

For the development of advertising and to get best results one need to follow the advertising process step by step.

The following are the steps involved in the process of advertising:

1. Step 1 - Briefing: the advertiser needs to brief about the product or the service which has to be advertised and doing the SWOT analysis of the company and the product.

2. Step 2 - Knowing the Objective: one should first know the objective or the purpose of advertising. i.e. what message is to be delivered to the audience?
3. Step 3 - Research: this step involves finding out the market behavior, knowing the competitors, what type of advertising they are using, what is the response of the consumers, availability of the resources needed in the process, etc.
4. Step 4 - Target Audience: the next step is to identify the target consumers most likely to buy the product. The target should be appropriately identified without any confusion. For e.g. if the product is a health drink for growing kids, then the target customers will be the parents who are going to buy it and not the kids who are going to drink it.
5. Step 5 - Media Selection: now that the target audience is identified, one should select an appropriate media for advertising so that the customers who are to be informed about the product and are willing to buy are successfully reached.
6. Step 6 - Setting the Budget: then the advertising budget has to be planned so that there is no short of funds or excess of funds during the process of advertising and also there are no losses to the company.
7. Step 7 - Designing and Creating the Ad: first the design that is the outline of ad on papers is made by the copywriters of the agency, then the actual creation of ad is done with help of the art directors and the creative personnel of the agency.
8. Step 8 - Perfection: then the created ad is re-examined and the ad is redefined to make it perfect to enter the market.
9. Step 9 - Place and Time of Ad: the next step is to decide where and when the ad will be shown.

The place will be decided according to the target customers where the ad is most visible clearly to them. The finalization of time on which the ad will be telecasted or shown on the selected media will be done by the traffic department of the agency.

10. Step 10 - Execution: finally the advertise is released with perfect creation, perfect placement and perfect timing in the market.
11. Step 11 - Performance: the last step is to judge the performance of the ad in terms of the response from the customers, whether they are satisfied with the ad and the product, did the ad reached all the targeted people, was the advertise capable enough to compete with the other players, etc. Every point is studied properly and changes are made, if any.

Fundamantal of AC:-

As various new marketing channels have risen to significance, advertising (both print and online) has continued to chug along, helping marketers provide information in a more detailed and more openly promotional (at times) manner than the online world often finds permissible. In a world with short attention spans, print advertisements still present a clear branding opportunity. They also offer the advantage of "shelf life" in that print ads can be accessed over and over. This is quite a contrast to a tweet, for example, which may only have a "shelf life" of three minutes. While some may think that the golden age for advertising has come to an end, the fact is that advertising remains a powerful and relevant way to get your marketing message to

with the target you are trying to reach, i.e. engineers look for more technical copy whereas top management might prefer a "less is more" approach.

2.Make sure you measure

This will be a fundamental aspect of almost every tactic we're going to discuss in this series. It's no secret that we are living in an era of accountability. Do not accept the idea that advertising, including print advertising, cannot be measured. In fact, there are numerous ways to track how your advertising campaign is performing. With our own clients, we've seen the use of special landing pages – URLs that can only be accessed by typing that specific URL into a browser. By tying a special URL to a specific ad, you can track with greater accuracy how many potential leads that ad is driving. With CRM software and web analytics, you can track the behavior of that special URL visitor and determine how many leads convert to sales. We've also seen clients use a dedicated email address and even unique phone numbers.

3.Have an objective

Too often, ads appear in a way that can best be described as haphazard, either in terms of the ad's design, the ad's placement, or where the ad links to if it's an online ad. Make sure you have a clear objective that you want your advertising to fulfill. If you are introducing a new product, perhaps you want to set a goal of your ad creating a certain number of sample requests. If you are promoting a white paper or a webinar, make sure that your creative and your ad placement appeal to the people in your audience who would want that kind of content. Your objective will guide every important decision you will ultimately make about the ads you use in your campaign.

4.Understand the importance of selecting audited publications

When considering the print part of your campaign, remember the importance of selecting audited publication where possible. Audited publications (BPA Worldwide and ABC are the two leaders) provide the confidence of knowing that the target audience you are trying to reach actually qualify for and receive the publication.

Even if your ad showcases the best creative in the industry, if the right people are not seeing it, it will not do you any good. Rather than advertise in publications just because they have the lowest cost or the largest circulation, advertise in the publications that offer the BEST circulation for your specific audience.

5.Weighing the benefits of frequency versus dominance

Some advertisers like to pepper away at their audience on a monthly basis to make sure their message gets through (we call that frequency). Others like to do the big splash (think Super Bowl). We call that dominance. Both approaches have merit.

Typically, if you have to choose between the two, general advertising principles dictate that a strong program built on frequency is better use of your budget than a big splash but if your big splash is around the biggest trade show of the year where all of your customers and prospects are going to be, than dominance may be the right prescription. As with most things in life, this issue is not black and white. Each case must be reviewed on the merits of each approach to see which is right for your company. In the online world, remember that impressions are not the magic number you are looking for, even though that is a number