

choosing your advertising method

The first step to choosing your marketing avenues is to budget for your marketing.

Standard marketing budgets range from 2-5% of revenue at the low end, 6-10% at the higher end, extending to 20% of revenue for product launches etc.

In deciding what percentage of revenue to spend on marketing, one has to aim at a good balance between sales and marketing. Spend too little and in many cases your efforts fail, spend too much and you waste budgets or increase sales beyond your capacity to handle them.

Once a budget has been assembled, spending can be allocated to a specific

medium. Keep in mind that the avenues for advertising or marketing a product are numerous, and considering as many relevant options is vital in securing the most effective communication tool.

So how do you choose where to advertise, each and every venue you could place your ad has multitudes of reasons why you should use their magazine / website / billboard / channel / station and on... and on... How do you know which will be the most effective?

Below we have compiled a list of considerations that one has to review and compare when looking at each potential

ad space. One of the often repeated rules of thumb is repetition, statistics have shown that for every three advertisements seen, two will be ignored. It generally takes the average person nine views to remember the ad. Therefore an ad should be run at least 27 times in the same demographic before it is changed.

By using a professional design firm, adverts can be consistent and keep changing. Bringing more value to the advertisement, while increasing the chance that your advert will be noticed. Consider the following when selecting your avenue, or consult a professional.

- Have you considered the REACH and FREQUENCY of your advertising?

REACH: how far and wide this ad will be seen.

FREQUENCY: How often it will be seen.

These two ads play an important role, if you are a restaurant in Mississauga and choose to advertise in the Toronto Star for a week, your ad will be seen by millions of readers, every day, however chances of many of them driving out from Toronto to Mississauga for a meal is slim.

Advertising on the back of a Mississauga Transit bus however will be seen very frequently, and is in the demographic you target. You can even choose the route to advertise on!

- Who are you targeting? Does the ad placement reach that demographic?

DEMOGRAPHIC: This is a group of people you consider potential clients for your product/service and can include divisions such as:

Age	Marital Status
Gender	Home Owner / Renter
Location	Level of physical activity
Income	
Religion / Ethnicity	

- What time frame are you working in?

Short-term increase in sales (promotion) or long term market percentage increase.

- Is the circulation / viewer / listener claims of the medium independently verified?
- Is the content of the medium fresh, interesting, useful...?
- If you are running an existing ad, does it suit the medium?
- Will the ad be viewed / listened to / seen when your store is open?
- Will the medium enhance your product or service's reputation?
- Do the features benefit your industry and your company?

This is a basic list of considerations, if you are unsure or have additional questions please consult a professional.

Sample list of advertising in Mississauga

Publications

Mississauga News

<http://www.mississauga.com/adrates>

Mississauga Business Times

http://businesstimes.on.ca/mississauga_and_area/advertising_rates.aspx

Television & Radio

Rogers Television Dufferin-Peel

<http://www.rogerstv.com/option.asp?lid=14&rid=51>

relocatecanada.com (list of Radio & TV stations local to Mississauga & GTA)

<http://relocatecanada.com/mississauga/tv.html>

Internet Advertising

Here the opportunities are endless, from the giants such as Google Adwords to working with affiliate sites, blogs related to your industry, viral youtube videos, and on...

Billboards

CBS Outdoor

<http://www.cbsoutdoor.ca>

Pattison Outdoor Advertising

<http://www.pattisonoutdoor.com>

Titan Worldwide

<http://www.titanoutdoor.ca>

Transportation Advertising (Bus & Bus Shelters)

CBS Outdoor

<http://www.cbsoutdoor.ca/eng/products/transitvehicles.htm>

Pattison Outdoor Advertising

http://www.pattisonoutdoor.com/en/index.php?option=com_content&task=view&id=10&Itemid=11

Your Personal Car (and maybe your family's if you can persuade them)

Taxi Advertising

Speak to individual cab companies / drivers

Trucking Companies

Speak to individual Companies / Drivers or work with a Design Firm / Agency

Mobile Billboards

Vision Adz

(905) 607-8877

LCD TV On-Loction Advertising

Various outlets & companies, if you see a screen in a location you like, check the rates. Check back as we build a list of companies offering there services.

Location or Event Based

This runs from public toilets (hey a captive audience for a minute or two) to elevators, convenience stores...

This list will be expanded in the future.

advertising tactics checklist and analysis

So you're considering advertising your product or service, what is your first step?

Describe the subject to be advertised, this is important in understanding which features of the subject will be the focus of the advert or marketing effort.

Who is your target market? Through analysis of the product, its features and benefits and where it will be sold (such as market positioning) you can determine the demographic for your product.

What are common desires of a product targeting this demographic? e.g. Young people and Gum - long lasting flavour.

What are the main benefits to the consumer of your product? Always remember a benefit is not descriptive of the product, but of the consumer. E.g. Olympus Cameras are light (feature of the product), you can take pictures for hours without getting tired (benefit).

Who is your competition and what are they doing? Have a look at what your competition is doing, and briefly examine their product.

What makes your product different from your competition? Consider the strongest selling points of your product in comparison to theirs.

What is the hierarchy of information in your advertisement? What are the main points, 1, 2 and 3 of the ad. The information you would most like potential customers to absorb.

Is there an action you would like to suggest to the reader of the ad? For example and "act now and save" or "to find out more".

<i>Product or service (subject) of the ad</i>	<hr/> <hr/> <hr/>
<i>Target market of your product</i>	<hr/> <hr/> <hr/>
<i>Common selling features of similar products</i>	<hr/> <hr/> <hr/>
<i>Customer benefits</i>	<hr/> <hr/> <hr/>
<i>Your competition</i>	<hr/> <hr/> <hr/>
<i>Differences between the competition and you</i>	<hr/> <hr/> <hr/>
<i>1, 2 And 3, main messages of the advert</i>	<hr/> <hr/> <hr/>