



## Measuring Success of Advertising

Small businesses are usually very critical of their ads. Unfortunately, they are usually critical after the fact.

After an ad has run, you may criticize the ad's effectiveness by saying something like "That ad didn't work. It didn't make the phone ring or the cash register sing. So, advertising in (name your media) is just a waste of money for my business."

Before blaming the media, look closely at the ad. You may find that it did not include a reason to call, had no special offer and the telephone number required a magnifying glass to see.

If you want consumers to take action when they see or hear your ad, set your expectation before the concept is created and define your measurement standard.

## Creating Ads That Work

Good ads grab attention and lead consumers exactly where they want to go. Here's how!

- Good ads present WHAT the prospect wants to buy.
- They present it HOW and WHEN the prospect wants to buy it.
- They affirm WHY the prospect wants to buy it.

Good ads persuade, convince, and nudge prospects into action, and they do it without any apparent effort. Great ads manage to meld the verbiage with the visual, the message with the messenger, so that the consumer receives it all as a single, compelling idea. Creative teams will tell you that making an ad look so simple takes a lot of time and talent – and they're right!

As a small business marketer, you're probably not a trained marketing strategist, a media buyer, an award-winning graphic designer, or a sizzling copywriter. Consider bringing in the pros to help you out. Call the team at MMPlus Group for assistance, or visit us at our web site: [www.mmplusgroup.com](http://www.mmplusgroup.com). MMPlus Group, "The Advertising Agency for Businesses on a Budget," is a division of CPMedia Services, Inc.

## Managing Your Brand

In our last newsletter, we discussed the need for brand. Without brand, you have to build the case for your business before every sale. However, if you follow the six simple steps listed below you are on your way to developing good brand management.

### **Define why you're in business.**

What does your business do? How do you do it better than anyone else?

### **Consider what you want people to think when they hear your name.**

What do you want current and prospective employees to think about your business? What do you want customers, suppliers, associates, competitors, and friends to think? You can't be different things to each of these different groups and still have a well-managed brand. The brand image held by each of these groups needs to flow into one identity – one brand – that people will trust and believe.

### **Think about the words you want people to use when defining your business.**

When people hear your name, what images do you think come into their minds? If everyone is saying the same thing, and if those words are the words you want associated with your name, you have a well-managed brand.

### **Pinpoint the advantages you want people to associate with your business.**

Figuring out these benefits leads you to the definition of your position in the consumer's mind. These benefits will also lead you to the necessary elements that you will want to include in your marketing communications.

**Define your brand.** Develop a statement about what you offer, your company values, your business personality, and the promise

you convey to those who deal with your business. Narrow your findings to one concept – one brand definition – that you honestly believe you can own in the minds of those who deal with your business.

### **Build your brand through every impression that you make.**

A well-managed brand creates a strong market impression, and a strong market impression creates loyal customer behavior. Protect and project your brand through every representation of your business in the marketplace.

### **Marketing Communications = Brand Impressions**

Pull samples of everything that carries your company name or logo (for example, your letterhead, business cards, ads, signs, brochures, fax transmittal sheets or coffee mugs). Line them all up and put them through the test:

- Does your business name and logo look the same every time you make an impression?
- Do you consistently use the same colors?
- Do you consistently use the same typestyle?
- Do your materials present a consistent image in terms of look, quality and message?

Study your samples and pull out the ones that don't fit. Perhaps some are outdated or inaccurate versions of your name or logo. Perhaps others look far too professional or unprofessional to fit in with the rest of your program. Perhaps the colors are wrong, or maybe the tone is wrong. Now, look what remains.

# Orchestrating Space & Time – Media Pros & Cons

Mass media is the term used for communication vehicles that reach many people simultaneously. Advertisers divide mass media into four traditional categories and one new category:

- Print Media (includes newspapers, magazines, and directories)
- Broadcast Media (includes television and radio)
- Outdoor Media (includes billboards, transit signs, building murals, and signage)
- Specialty Media (includes items imprinted with an advertiser's name and message)
- New Media (includes Internet banner ads, Web casts, Web pages, and interactive media)

In the next few *Media By* issues, we'll provide you with a brief synopsis of the above mentioned media along with their advantages and disadvantages. This should provide you with a quick overview and assist you as you begin your marketing efforts.

## Newspapers

Newspapers, particularly metropolitan and suburban area newspapers, are the number-one choice for small businesses trying to reach local markets.

Here are the **advantages** of newspaper advertising:

- ✓ **Broad coverage.** Newspapers can reach a lot of readers within a geographically concentrated area.
- ✓ **Engaged readers.** Newspaper subscribers expect and look for ads and are willing to spend time absorbing substantial amounts of ad information on product features, pricing, promotions, locations, and phone numbers.
- ✓ **Target sections.** In some newspapers, advertisers can place ads in the sports, travel, food, home, or other sections that best matches prospect profiles.
- ✓ **Geographic zones.** In most newspapers, businesses can place ads only in copies that reach specific geographic areas within the overall newspaper circulation area.
- ✓ **Predictable timing.** Newspapers are usually read promptly upon receipt, allowing for timely delivery of ad messages.
- ✓ **Minimal advance planning.** You don't need to give much notice to place ads.
- ✓ **Flexibility.** Most newspapers sell ad space by the column inch, so you can buy a space as small as one column wide by one inch

deep, or any multiple of that size up to a full page or even a double truck, which is an ad that spreads over two facing pages.

- ✓ **Low production and placement costs.** Black and white ads in particular can be produced relatively quickly and inexpensively, and newspaper placement costs are among the lowest of all mass media, although multiple placements are considered necessary to achieve adequate levels of consumer impact.

Here are the **disadvantages** to newspaper advertising:

- ✓ **Limited ability to target prospects.** Advertisers pay to reach the full (or zone) circulation even if only a minor portion of the readers fit the prospect profile.
- ✓ **Minimal youth audience.** Newspaper readership is heaviest among the 35+ age group, and weakest among younger age groups.
- ✓ **Short life span.** Newspapers are usually read quickly and discarded.
- ✓ **Two-dimensional presentations.** Newspapers cannot provide the attention-grabbing sound and action of broadcast ads.
- ✓ **Print quality limitations.** Unless you produce and pay to place four-color ads, plan to limit art selections to high-contrast black and white photos and line illustrations.
- ✓ **Jam-packed environment.** Although many newspapers are stringent about maintaining a positive balance of news over ads, the pages are still filled with headlines, stories, photos and ads. All these elements contribute to visual "clutter" and compete for the reader's attention. Generally only the largest and best-designed ads win.

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## Managing Your Brand

*continued from page 1*

- Does the consistent portion accurately reflect your company?
- Does it appeal to your target market?
- If your customers value top quality, do your materials accurately reflect the caliber of company your prospects/customers are seeking? If you're a retailer, are your shopping bags the finest you can afford? If you're a serv-

ice company, do you hand over your proposals in folders that your customers will be proud to show to their associates?

- If your customers value economy, do your materials look too upscale?

Your image is determined by your market, and your market relies on your communications to make their impression, so be careful what you project.

*continued on page 3*

## Media Pros & Cons

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### Magazines

Most magazines fit into two categories:

- *General interest magazines* – these are also called consumer magazines or “glossies,” because of their shiny, high-grade paper and premium-quality printing. They’re the publications that dominate the newsstands and are read by target groups with various lifestyle interests.
- *Trade magazines* – these publications are also called “business to business” (B2B) and “vertical” magazines (because they reach vertical versus broad or horizontal markets). They’re read primarily by people in targeted industries and services.

Here are the **advantages** of magazine advertising:

- ✓ *Targeted readership.* You can reach people with defined interests.
- ✓ *Engaged readers.* Magazine readers generally dedicate time to read the contents carefully.
- ✓ *Credibility.* Readers tend to associate the credibility of the advertiser with the credibility of the publication.
- ✓ *Geographic zones.* An advertiser can buy only a portion of the magazine’s full distribution. Some magazines allow the purchase of select metropolitan areas, while other bind editions for particular professional subscriber groups.
- ✓ *Classified or directory ad sections.* For advertisers who can’t afford to buy or create magazine display ads, many magazines offer classified ad and directory ad sections at a dramatically lower placement rate.
- ✓ *Merchandising materials.* These are items such as ad reprints, poster-size versions of the ad, and easel-back display cards provided

by magazines as added-value enhancement to advertisers. Consumer magazines in particular like to offer them to encourage advertising placements. Some small businesses place an ad only once or twice in a major magazine and then they leverage their investment by using the merchandising materials long after the magazine is out of date.

- ✓ *High-quality printing.* Magazines can deliver such wonderful color and photo reproduction of your ad. Magazines also offer a wide range of creative enhancements, including fold-out pages, fragrance chips, and sound devices most of which cost a small fortune in return for the hope of making a big impact. However, even without the glamour, well-designed and well-produced magazine ads can stop readers with near-perfect presentations of show-stopping photos, along with lengthy (when appropriate) copy and reply cards to prompt responses.

- ✓ *Long lifespan.* People read magazines in leisure hours and at a relaxed pace. When readers are done, they often keep issues or pass them along to others.

The **disadvantages** to magazine advertising are:

- ✓ *High production and placement costs.* A full-page, full-color consumer magazine ad can run into the tens of thousands of dollars. Although you can cut media costs by placing only in a regional edition, you still need to invest in quality design, photography, and production to create an ad capable of competing well in the upscale magazine environment. For advertisers with limited resources, large-circulation consumer magazines are rarely a cost-effective way to reach prospects, although they are a powerful way to establish awareness and build credibility.
- ✓ *Unpredictable response schedule.* Count on magazines for long-term awareness and interest rather than

for immediate response. Magazines land in mailboxes and on newsstands over a several week period and they may not be opened or read for weeks after that.

- ✓ *Long lead times.* Magazine ad placement commitments are usually required months before the magazine actually reaches the consumer.

### Directories

The most visible directory is the Yellow Pages. Directories offer these **advantages**:

- ✓ *Action-oriented readers.* Directories tend to reach people when they’re ready to buy or at least ready to get information leading to a buying decision.
- ✓ *Credibility.* If a small business is listed in a directory, readers assume that the company is established in the marketplace.
- ✓ *Low production costs.* One ad, usually fairly small and simple, lasts a full year.

Here are the **disadvantages**:

- ✓ *Numerous categories.* Deciding where to list an ad can be a difficult and expensive proposition.
- ✓ *Competing directories.* These appear on a daily basis, it seems. The main directories are now breaking into subdirectories that can compound advertiser costs and decisions.
- ✓ *Long lead time.* Directories require ad commitments far in advance of publication, and ad materials remain in the marketplace for at least a year with no ability to pull out or make alterations.
- ✓ *Competing ads grouped together.* Similar businesses line up in directories, making it easy for prospects to comparison shop and forcing advertisers to compete via ad size, color, and claim in an effort to win the prospect’s decision.

In our next issue of *Media By*, we’ll continue our comparisons with Media Pros and Cons – Part Two.

# Interactive Advertising Terms: Featuring “C”

This month, we are providing the terminology provided in the Interactive Advertising Bureau’s Glossary of Interactive Advertising Terms manual (plus a few comments of our own) for the letter “C.”

## **Cable modem -**

a device that permits one-way or two-way high speed data communication over a cable television system for purposes such as Internet access.

## **Cache -**

Memory used to temporarily store the most frequently requested content/files/pages in order to speed its delivery to the user. Cache can be local (i.e. on a browser) or on a network. In the case of local cache, most computers have both memory (RAM), and disk (hard drive) cache. Today, Web browsers cause virtually all data viewed to be cached on a user’s computer.

## **Cache busting -**

The process by which sites or servers serve content or HTML in such a manner as to minimize or prevent browsers or proxies from serving content from their cache. This forces the user or proxy to fetch a fresh copy for each request. Among other reasons, cache busting is used to provide a more accurate count of the number of requests from users.

## **Cached ad impressions -**

The delivery of an advertisement to a browser from local cache or a proxy server’s cache. When a user requests a page that contains a cached ad, the ad is obtained from the cache and displayed.

## **Caching -**

The process of copying a Web element (page or ad) for later reuse. On the Web, this copying is normally done in two places: in the user’s browser and on proxy servers. When a user makes a request for a Web element, the browser looks into its own cache for the element; then a proxy, if any; followed by the intended server. Caching is done to reduce redundant network traffic, resulting

in increased overall efficiency of the Internet.

## **CGI script (Common Gateway Interface) -**

CGI’s are used to allow a user to pass data to a Web server, most commonly in a Web-based form. Specifically, CGI scripts are used with forms such as pull-down menus or text-entry areas with an accompanying submit button. The input from the form is processed by a program on a remote Web server.

## **Channel -**

1) a band of similar content; 2) a type of sales outlet (also known as channel of distribution).

## **Chat -**

Online interactive communication between two or more people on the Web. One can “talk” in real time with other people in a chat room, but the words are typed instead of spoken.

## **Chat room -**

An area online where you can chat with other people in real-time.

## **Click down -**

The action of clicking on an element within an ad and having another file displayed on the user’s screen, normally below or above the initial ad. Click down ads allow the user to stay on the same Web page and provide the advertiser a larger pallet to communicate their message.

## **Click rate -**

Ratio of ad clicks to ad impressions.

## **Clicks -**

1) Metric which measures the reaction of a user to an Internet ad. There are three types of clicks: click-throughs; in-unit clicks; and mouseovers; 2) the opportunity for a user to download another file by clicking on an advertisement, as recorded by the server; 3) the result of a measurable interaction with an advertisement or key word that links to the advertiser’s intended Web site or another page or frame within the Web site; 4) metric which measures the reaction of a user to hot-linked

editorial content.

## **Click stream -**

1) The electronic path a user takes while navigating from site to site, and from page to page within a site; 2) a comprehensive body of data describing the sequence of activity between a user’s browser and any other Internet resource, such as a Web site or third party ad server.

## **Click-through -**

The action of following a hyperlink within an advertisement or editorial content to another Web site or another page or frame within the Web site. Ad click-throughs should be tracked and reported as a 302 redirect at the ad server and should filter out robotic activity.

## **Click-within -**

Similar to click down or click. But more commonly, click-withins are ads that allow the user to “drill down” and click, while remaining in the advertisement, not leaving the site on which they are residing.

## **Client -**

A computer that submits an information request to a server on behalf of a user or proxy.

## **Client-initiated ad impression -**

One of two methods used for ad counting. Ad content is delivered to the user via two methods-server-initiated and client-initiated. Client-initiated ad counting relies on the user’s browser for making requests, formatting and re-directing content.

## **Codec -**

Short for compressor/decompressor. Codecs are computer algorithms that are used to compress the size of audio, video, and image files. Because these compressed files are much smaller, they do not require as much bandwidth when they are streamed or stored on a computer. The same codec that originally compressed the file must be used to decompress and open the file.

## **Communication error -**

The failure of a Web browser/Web server to successfully request/trans-

fer a document.

**Content integration** –

Advertising woven into editorial content or placed in a contextual envelope. Also known as “Web Advertorial.”

**Cookie** –

A file on the user’s browser that uniquely identifies the user’s browser. There are two types of cookies; persistent cookies and session cookies. Session cookies are temporary and are erased when the browser exits. Persistent cookies remain on the user’s hard drive until the user erases them or until they expire.

**Cookie buster** –

Software that blocks the placement of cookies on a user’s browser.

**Copy** –

Printed text in an advertisement.

**CPA (Cost-Per-Action)** –

Cost of advertising based on a visitor taking some specifically defined action in response to an ad. “Actions” include such things as a sales transaction, a customer acquisition, or a click.

**CPC (Cost-Per-Click)** –

Cost of advertising based on the number of clicks received.

**CPC (Cost-Per-Customer)** –

The cost an advertiser pays to acquire a customer.

**CPL (Cost-Per-Lead)** –

Cost of advertising based on the number of database files (leads) received.

**CPM (Cost-Per-Thousand)** –

The apples to apples media definition from which CPMedia Services takes its name. CPM describes the cost per 1,000 impressions. For example, a Web site that charges \$1,500 per ad and reports 100,000 visits has a CPM of \$15.

**CPM pricing model** –

Pricing model based on the cost of delivering ad impressions.

**CPO (Cost-Per-Order)** –

Cost of advertising based on the number of orders received. Also called Cost-Per-Transaction.

**CPS (Cost-Per-Sale)** –

The advertiser’s cost to generate one sales transaction. If this is being

used in conjunction with a media buy, a cookie can be offered on the content site and read on the advertiser’s site after the successful completion of an online sale.

**CPTM (Cost-Per-Targeted Thousand Impressions)** –

Implying that the audience you are trying to reach is defined by particular demographics or other specific characteristics, such as male golfers age 18-25. The difference between CPM and CPTM is that CPM is for gross impressions, while CPTM is for targeted impressions.

**Crawler** –

A software program which visits virtually all pages of the Web to create indexes for search engines. They are more interested in text files than graphic files.

**CRM (Customer Relationship Marketing)** –

Marketing specifically targeted to increasing brand loyalty.

**Cyber Café** –

A place which contains computers with access to the Internet and which is available to the public.

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## Orchestrating Media Coverage Through Publicity

Press releases are one of the easiest, least expensive and most effective ways to keep the media – and through them, the public – up to date on your company and its events. For your press releases to get “ink,” you must write them properly. This means they must be newsworthy. Remember, press releases are not sales or marketing promotions. If they read too much like an ad, a newspaper or magazine editor may ignore them. On the other hand, a trade publication is interested in news with a narrow focus, such as the features of a new product. It is important to know the difference when writing your press release.

When writing a press release, follow these basic rules:

- Write clearly and get to the point early.
- Keep it short, one or two pages if

possible.

- Include the release date or “For Immediate Release” at the top of page one under the contact information.
- Include a contact name with telephone number and/or e-mail address as well as the current date.
- Use a two to three line headline that sums up the story. It’s the most important part of your press release. Editors frequently read the opening headline and make a quick determination as to whether or not your press release will be printed or used as the foundation for a story.
- Lead with news, not advertising. Don’t re-issue old press releases.
- If your release is more than one page, write the word MORE at the bottom of the first page. Also, use the word END, or the symbols ### or -30- at the end of the last page whether it’s

a one or multiple page press release.

- If there is more than one page, be sure to staple them together.
- Don’t forget to include your industry’s trade publications, the broadcast and print press, and your home town media on your mailing list.
- If you send photos, include a caption on a separate piece of paper. Attach it to the back of the photo with transparent tape. Remember to include sources, contacts and a release date.

After you send your release to a publication, follow up with a phone call or a note. Sometimes, the editor may not have received your release and your call or note can get the ball rolling. But don’t bug them about whether or not your story will run – that’s the quickest way to make sure that it doesn’t!

# Are Infomercials For You?

Infomercials are the half-hour program style ads that you come across when you're channel surfing during daytime and late-night hours. They promote housewares, financial and business opportunities, exercise and beauty items, self-help offerings, and such aptitude development products as memory enhancement and reading programs. Infomercials involve a direct exchange between the viewer and the advertiser; no other intermediaries are involved.

Infomercials solicit viewer action in two ways:

- ✓ Sales-generating infomercials invite viewers to call toll-free to place their COD or credit card orders.
- ✓ Lead-generating infomercials ask viewers to call for free catalogs, brochures, or other offers.

Products featured in infomercials have markups that are high enough to absorb the cost of creating and

airing the infomercial. For example, a product that sells for \$19.95 should cost the manufacturer between \$4.00 and \$6.00, leaving room for a 3 to 5 time markup, which is the typical margin for an infomercial product.

While working with small business advertisers, the topic of infomercials usually comes up during our meetings. This is due mainly because infomercials generate direct and measurable results and also because the ads look straightforward and easy to produce. However, looks can deceive! As with other broadcast ads, viewers have been trained to expect a certain caliber of production value.

Big budget or small budget, all infomercials have the following in common:

- ✓ They promote unique products that are not available through retail outlets.
- ✓ They present products that are

of interest and use to most viewers.

- ✓ They feature strong testimonials.
- ✓ They show easy-to-demonstrate solutions.
- ✓ They offer low prices that most viewers feel that they can afford.

If you are considering an infomercial, remember that they are definitely high risk! Experts in the field warn that the infomercial success rate is as low as 1 out of 4. Before you invest your budget, we strongly recommend that you study other infomercials, meet with producers that specialize in infomercials, read direct marketing publications and visit the Web sites for the latest information available. Or contact the team at MMPlus Group (614-717-4910) to receive accurate and reliable information. MMPlus Group, "The Advertising Agency for Businesses on a Budget," is a division of CPMedia Services, Inc.



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