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from

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16 ways to generate more advertising leads in 2003

Your management—which ultimately decides your marketing budget—probably judges ads by counting the inquiries they bring in.

But lead-generation techniques are quite different from (and, often, destructive to) brand awareness advertising.

Luckily, you can adjust your advertising both to increase your advertising's lead-pulling power without decimating its image-building capabilities. Here are 16 ways how:

- Make sure that your advertising includes a call to action. Tell your reader to phone, write, contact his sales rep, request technical literature, or place an order.
- Offer your reader information, such as a color brochure or catalog. Describe its features—a selection chart, a planning guide, or usage tips.
- Give your literature a title that implies value. “Product guide” is better than “catalog.” “Planning kit” is better than “sales brochure.”
- Include your address in the last paragraph of copy and beneath your logo, in easy-to-read type—and place it inside your coupon, if you use one.
- Print a toll-free number in your advertising, in extra-large boldface type. And use the phrase, “Phone toll-free.”
- Use a coupon in every full-page ad. It will increase response by 25% to 100%.
- Print your coupon large enough so that your readers have plenty of room to write in their names and addresses—and give your coupon a positive headline, such as “Yes, I'd like to cut my energy costs by 50%.”
- Give your reader multiple response options. For examples, “I'd like to see a demonstration,” “Have a salesperson call,” “Send me a free planning kit by return mail.”
- For a fractional-space ad of a half-page or less, print a heavy dashed border around the ad. This creates the feel and appearance of a coupon and stimulates response.
- In a fractional-space ad's closing copy, say something like, “For more information, clip this ad to your business card and mail it to us.”
- A bound-in business reply card opposite a space ad can increase response by a factor or two or more.
- A headline that promises a benefit or expresses an offer of free information almost always outpulls a headline that is cute or clever.
- Offer a free booklet, report, selection guide or other publication—or a free-for-the-asking gift, or a product sample, or a no-cost consultation—in the headline of your ad.
- In a two-page ad, run copy describing your offer in a separate sidebar.
- Make sure that magazines include a reader-service number in your advertisements.
- In a full-page ad for multiple products, have a separate reader service number for each product or piece of literature featured in the ad. And flag the reader toward the ad's reader-service number.

"Technology...is a queer thing. It brings you great gifts with one hand, and it stabs you in the back with the other."

—C.P. Snow

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