

W23

**Wednesday
Morning
Fax**
from
**The
Castle
Press**

7 Ways to Spark Advertising Response

Nationally respected advertising consultant Robert W. Bly offers seven techniques he says you can use to boost response to any advertisement – whether your aim is boosted inquiries, sales, or brand image:

■ Ask For Action

Tell your reader exactly what you want him to do – phone, contact one of your sales representatives, ask for product literature, or place an order. He is too busy to work at being a mind-reader.

■ Offer Oodles of Free Information

Describe your brochure or catalog fully. Is it printed in color? Does it show photos or technical diagrams? Does it contain a selection chart? How about a planning guide? A price list for every option? Installation instructions?

■ Promote High Perceived Value

Guard against selfishness. Calling your literature a “product guide” usually will produce better results than entitling it a “catalog.” “Planning kit” is better than the self-centered “sales brochure.”

■ Include your Address, Phone Number, and URL

Make it easy for your reader to respond. Print your contact information prominently under the last paragraph of your copy ... beneath your logotype ... and inside your coupon. Do toll-free phone numbers work better than the common garden variety digits? Yes.

The Castle Press *prices paper in railroad-car units to cut stock costs to the bone.*

■ Coupons Vital

A coupon in a print advertisement will boost response by 25% to 100% at no additional cost.

Make your coupon big – so your reader doesn't have the chore of printing his reply information in *Flyspeck #4*. Put a positive headline at the top. And give your reader multiple options to check off. People like to have curiosity-boosting choices.

■ Test

You are not your customer. The direct-mail or space advertisement you, your wife, or your secretary love will fail to make your customers' toenails twinkle at least half the time. So keep track of your results, and respect what the numbers are trying to tell you.

■ Stress Benefits

Cute, clever copy often obscures the benefit(s) you are offering to potential customers. They respond much more to what good they can expect to receive from you than to your mastery of witty language.

The Castle Press – *your best choice for a printing partner since 1931.*



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