



The Art of Advertising

Presented by: Leigh Mitchell, Women in Biz Network



What is advertising?

- The 4th P in your marketing mix
- Paid visibility in mass media
- Branding & identity materials

Examples of advertising



- Newspapers
- Magazines
- Social Media Sites
- Web Sites
- Events (sponsor)
- Videos
- Webinars
- Television
- Website advertising
- In Facility Advertising
- Billboards/Portable Signs
- Google Ad Words
- Radio
- Word of Mouth



Goals of advertising

- Get Attention
- Build Awareness
- Create Desire
- Prompt Decision
- Educate/Persuade

Advertising Strategy

- **Background** – What is the situation?
- **Objectives** – What do you want to accomplish?
- **Target Audience** – Who are you going to reach?
- **Positioning** – What do you want people to think?
- **Creative Strategy** – What message will you send?
- **Media Strategy** – What media are you going use?
- **Budget** – How much can you spend?
- **Timeline** – What is the schedule and restrictions?
- **Evaluation** – Post mortem – how will you evaluate and measure?

Effective advertising....

- **Catches your attention**
- **Provokes emotion, thoughts, feelings**
- **Has a clear call to action**
- **Is clearly thought out?** Think “W”’s:
who, what, when, where, why & who
- **Your Web Site** – Can you quickly find what you are selling and contact the person in charge with a click glance?



Considerations

- Am I national or local?
- What media do my customers like?
- What is my budget?
- Can I easily evaluate this opportunity?

Evaluation Criteria

- Make sure you use promotion code or some tracking method
- Number of calls
- How did you hear about us surveys
- Compare revenues
- Number of hits to web site
- Number of calls
- Number of sales



**Questions, Comments &
Share Best Practice Ideas**



**Next event: Idea Factory with Deb Weinstein from Strategic Objectives, Toronto Metro Convention Centre
February 21, 6:30 pm**

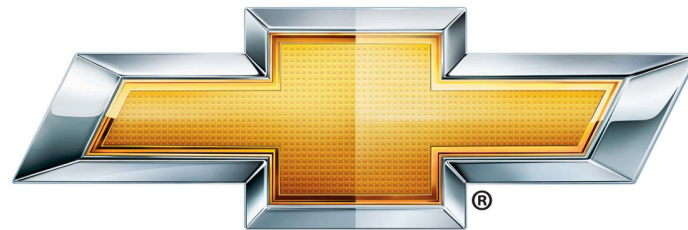
Metro Toronto Convention Centre – admission includes free parking and auto show ticket! Get early bird ticket before February 17th **Register Now Early Bird:**
www.womeninbiznetwork.com/ideafactoryfeb21

**WIBN Conference –
Theme: Rediscover S.M.A.R.T.
May 31 & June 1
Admiral Radisson Hotel, Toronto**

Questions? Leigh@womeninbiznetwork.com

womenin
biznetwork
.....
Connect. Share. Grow.

This webinar is sponsored by:



CHEVROLET®

Tweet at:
@chevroletcanada
@gmcanada