

Choosing the Best Places to Market Your Business

Do you recognize the following catchphrases?

“Just Do It.”

“Good to the last drop.”

“Melts in your mouth, not in your hands.”

“15 minutes could save 15% or more on car insurance.”

Can you name the brand that goes with each? If so, it's probably because you have heard or read these phrases over and over and over again. That is effective frequency doing its job. Effective frequency refers to the number of times a consumer needs to be exposed to an advertising message before the advertiser gets the desired response. That response could be buying a product or service, or simply remembering a specific message.

In order for a small business owner to get the best return on their advertising, they have got to be accountable for investing advertising and marketing dollars in places where their best potential client will see the message multiple times so they can reach frequency as fast as possible.

But how do you do this? Sure, getting the right message in front of the right consumers is important, but it's not the only piece of the marketing and advertising puzzle. The missing piece for most marketers is finding the right frequency.

What is the most effective frequency when it comes to driving action and getting real results? Thomas Smith, in his book “Successful Advertising,” had this to say about effective frequency:

The 1st time people look at ad, they don't see it.

The 2nd time, they don't notice it.

The 3rd time, they are aware that it is there.

The 4th time, they have a fleeting sense that they've seen it before.

The 5th time, they actually read the ad.

The 6th time, they thumb their nose at it.

The 7th time, they get a little irritated with it.

The 8th time, they think, “Here's that confounded ad again.”

The 9th time, they wonder if they're missing out on something.

The 10th time, they ask their friends or neighbors if they've tried it.

The 11th time, they wonder how the company is paying for all these ads.

The 12th time, they start to think that it must be a good product.

The 13th time, they start to feel the product has value.

The 14th time, they start to feel like they've wanted a product like this for a long time.

The 15th time, they start to yearn for it because they can't afford to buy it.

The 16th time, they accept the fact that they will buy it sometime in the future.

The 17th time, they make a commitment to buy the product.

The 18th time, they curse their poverty because they can't buy this terrific product.

The 19th time, they count their money very carefully.

The 20th time prospects see the ad, they buy what it is offering.

Okay, so this is a bit tongue and cheek, but actually not that far off. Now consider this, Mr. Smith wrote this funny insight over 100 years ago. Though advertising was a burgeoning industry back then, advertisers were already finding out that the more a person sees your business name and message, the more effective that ad usually is.

So now that we know it takes up to 20 times or more for a consumer to see an advertising message before they connect, it just makes sense to make sure that your advertising investment and message gets directly to the people who need to see it most. Don't waste dollars on people or in places that don't create the correct frequency.

If print ad won't reach your target demographic effectively, then don't do it. If a direct mail is going to be sent to people who will never buy from you, then don't do it. If you can't afford to reach frequency with radio, then don't run a radio ad. If good ol' sales and handshakes reach frequency with your best clients faster, then invest in creating a strategic sales campaign.

There is simply no one-size-fits-all approach or one right answer to that question. What we can tell you, based on our own experience working with small businesses for decades, is that less than ten exposures to your target market in a short period of time is doing your business and money a disservice. That is simply too few to give your business and message any real chance of landing new clients.

If you have any questions about the most effective frequency for your business, please get in touch with us. We love helping small business owners get the biggest return on their advertising investment.

Source: Matt Luke, Complete Media