

10 Reasons You Need to Advertise: NOW!

It's About Market Share.. Always!

Whether business is brisk or slow, you need to get your share of whatever business is around. Cutting back your advertising puts you at a disadvantage, and gives your competitor an advantage, at the very moment you need an edge. Continuing to advertise gives you that edge.

It's About Educating

In times of uncertainty, consumers are very careful and a little reluctant to spend money on anything. They want to be sure before they buy. They want information before they buy. One of the main ways they get that information about products, services, prices, and value is from advertising—your advertising ... or someone else's.

It's News About You

Advertising is news people crave and want—about products and services. Most shoppers look for this kind of news in the pages of the newspaper. In plush times retailers often experiment with other media. But when the going gets tough, they concentrate their efforts on newspapers, because it is where people are looking for what to buy.

It's About Keeping Your Product/ Service Top of Mind

You're in competition for the consumer's dollar with every other business and service, no matter what you sell. People have only so many dollars to spend, and if they don't spend them for what you sell, they'll spend them on something else.

People Still Need What You Offer

Slow times ahead? Perhaps, but there are more people in the market with jobs, than any other time in history. Plus, there are more dual earners in families as well. People still need and want goods and services, and they're ready to spend for them. There is plenty of business out there, and your competitor will be bidding for their share ... and yours.

It Needs to Remain a Priority

True, there's not much you can do about most business that effect you, rent, labor costs, price of merchandise, or what the competition is doing to their pricing. But one thing you do control is your own promotion. Remember that advertising is not just a cost of doing business. It's a proven sales tool that returns many times your investment in store traffic and sales.

It's About Maintaining Momentum

Remember how long it took you to get your business started? Once you build up a business, you can keep it going with a moderate, consistent advertising program. On the other hand, if you cut your advertising and lose your hold on the public's awareness, you'll have a much harder time building yourself up again. It's sort of like starting all over.

It's About Decreasing Your Cost of Sales

Your advertising is part of your sales force. Ads help to pre-sell the customer. They help you close the sale faster. And if they save you time, they save you money!

It Maintains Your "Word of Mouth" Dominance

You say your customers know you and, for a while at least, they'll keep coming in even if you don't promote yourself. That may be partly true, but it's also shortsighted. Remember that one out of five Americans moves every year. This means that you have a steady flow of old customers out of your market, and a corresponding influx of new folk who don't know you at all. Tell them about yourself!

You Can't Afford Not to!

Here's a hard fact to chew on. Over any given period, a company that advertises below the industry average has sales below the industry average. You should never show your fear to your customers. Advertising indicates confidence in your business. You are "open for business!" So let them know it!