

Advertising is all about repetition – the more you advertise, the more people know you are out there selling a product or service. But, the messages within your ads can make all of the difference. Your goal is to create top of mind awareness – that will set you apart from the competition.

According to Dave Margolis from Damar Communications in Yardley, “you want to make your company recognizable – start with a logo and go from there.” If the client is happy with their current logo he builds on it. If the client is looking for a new look, that is what sets the tone.

Dave says that your logo should be recognizable and go hand-in-hand with your company’s image. It has to be unique and say something about your company. Once you find one that fits, put it everywhere – on your business cards, stationery, shirts, etc.

All of your communications should contain the same message and be familiar. You don’t want to reinvent the wheel each time you place an ad. This doesn’t mean that each ad can’t be fresh and new – just use the same colors, tag line, etc. Find what you do well and tell people about it. Dr. Michael Gorman from Gorman Optimal Health Solutions is one of Margolis’ clients. Dr. Gorman is a holistic chiropractor – that is what makes him different. In all of Dr. Gorman’s communications, Margolis includes the fact that all treatment is done through holistic methods.

If you are looking to track the results of your advertising campaign, include a call to action. If you offer ten percent off when people mention the ad – you’ll know how many people responded to that particular piece. If the response isn’t what you were looking for, it wasn’t a loss, it just wasn’t the right type of ad to use. However, it still got your name in front of people.