

100 Print Advertising Ideas

Strategy # 1 - "All winning advertising starts with a powerful usp. You find your usp by identify an outstanding benefit of your product that stands alone, above all of your competition."

Strategy # 2 - "Your usp might be a feature that none of your competitors are talking about, yet it's important to the customer."

Strategy # 3 - "It is a good practice to create a 12 month advertising plan that is reviewed and assessed each quarter."

Strategy # 4 - "A compelling picture or graphic can often create a more powerful image of the benefits of your product than using words alone."

Strategy # 5 - "Using photographs to convey a story will out pull drawings or illustrations."

Strategy # 6 - "Photographs should always have eye-catching captions that will guide a prospect to read the rest of the copy."

Strategy # 7 - "The difference between heavy pulling advertising and wasted money is how you structure the call to action."

Strategy # 8 - "Never mention your competitors name in your advertising. It gives them free publicity and your prospect may remember their name better than yours."

Strategy # 9 - "The headline is the most important part of your ad. It's the ad for the ad. Create a minimum of 30 different headlines for your ad before choosing one."

Strategy # 10 - "Some of the best headlines follow one of three formats. They either start with a 'how to', ask a provocative question, or make an announcement."

Strategy # 11 - "You will get a 25% improvement in responses for your ad if you put quotes around your headline."

Strategy # 12 - "No prospect believes clichés, using them only diminishes the success of your ads."

Strategy # 13 - "Rather than using clichés, look for ways to describe what makes your company or product unique. Why you have faster service (more employees), lower prices (volume buying) etc."

Strategy # 14 - "About half of the people who read your ad are affected by the emotion, the other half are affected by the logic. So your ad needs a good balance of both benefits and features."

Strategy # 15 - "Your advertising needs to appeal to both the current and future buyer. Your goal is to prepare your future buyer to remember you when they become a current buyer."

Strategy # 16 - "In newspaper ads, bigger is not necessarily better. For example, a full page ad does not pull twice as many responses as a half page ad, yet you pay twice as much. The same holds true for half and quarter page ads."

Strategy # 17 - "A newspaper ad is for people who have already decided to buy and are now looking for the best price and product. Thus, the buyer will always find your ad regardless of the size."

Strategy # 18 - "Consumers spend more time with tv and radio, so those mediums motivate more consumers. However, other advertising is effective in guiding current buyers to you as well."

Strategy # 19 - "Yellow page ads do not motivate, they inform prospects that are already motivated. If you do more business by customer contacts over the phone, then a small display or box ad will work fine for your business."

Strategy # 20 - "If you do the majority of your business in your office, then a yellow pages listing, rather than an ad, is all you will need."

Strategy # 21 - "You will be more effective if you write your own yellow page ad. Use as many benefits and features as you can fit, include your usp and headlines used in other marketing efforts."

Strategy # 22 - "Having the first listing in the yellow pages does not get you more business. Name branding of your actual business goes farther than falling into the trap of creating some ridiculous name that starts with multiple a's."

Strategy # 23 - "In order for your advertising to be successful, you need to have a three-pronged approach which consists of: inform, persuade and remind."

Strategy # 24 - "Repetition is the key to all learning. It is critical that you continue to remind your customers and prospects that you are out there and ready to meet their needs."

Strategy # 25 - "It is critical to include your employees in your advertising efforts. They need to understand your campaign, your mediums and be excited and knowledgeable for your customers."

Strategy # 26 - "A great way to brand your product and keep customers attention is by positioning your product. There are hundreds of ways to uniquely position your product."

Strategy # 27 - "Here are several common ways to position your product: the original, toughest, low price, quality, quantity, sex appeals, gender, age, problem category (i.e. Arthritis, headaches) or ethnic approach."

Strategy # 28 - "Some unique ways to position your products are: 2nd place, values (family values), body type, time of day (the morning drink), time of year, international, country of origin (ragu or yoplait), regional, non-violent (no animal testing), environmentally safe."

Strategy # 29 - "Some ways to position your product by image include: social class, life-style, professional, 'in product', or athletic."

Strategy # 30 - "When you position your product, you need to consider what it will be named, where it will be sold (Dillards vs. Wal-mart), and the slogan that will be associated with the position."

Strategy # 31 - "Illustrations are an important part of your advertising plan. Good illustrations can include: all or part of your product, someone using your product, satisfaction from using your product, or comparing it with a similar product."

Strategy # 32 - "Other good illustrations may include: a loyal customer, before and after pictures, and what would happen if the product weren't used."

Strategy # 33 - "When demonstrating the product, don't show just the product, at least use someone's hands with the product."

Strategy # 34 - "When selling a product to a specific gender, your ad will pull better if your model is the same gender as those whom you are targeting."

Strategy # 35 - "When advertising to children, consider using images of children two or three years older than the children in your target group."

Strategy # 36 - "Images of suffering or death should never be used except to raise social awareness. (aids, seat belts, abuse)"

Strategy # 37 - "Headlines pull well in your advertising efforts if they promise personal benefits to the consumer."

Strategy # 38 - "Headlines that offer practical advise are great for getting the attention of your target market."

Strategy # 39 - "Many effective headlines announce something new, novel or call out to a certain type of customer."

Strategy # 40 - "Short headlines have a better chance of being read and are easily remembered."

Strategy # 41 - "Unusual headlines will arouse the readers' curiosity and they will continue to read the rest of the advertisement."

Strategy # 42 - "Self-interest headlines will always get read when they imply that it's easy to improve the problem your target prospect is concerned about."

Strategy # 43 - "Including 'wanted' in a self interest headline is great for getting attention."

Strategy # 44 - "Self-interest headlines work best if you suggest to your reader that it is something they want. These types of headlines often begin with, 'how to...'. "

Strategy # 45 - "When writing a headline that implies the ease of using this product, be sure to keep it believable."

Strategy # 46 - "A headline that announces something new or needed, peaks the interest of the reader and they continue reading."

Strategy # 47 - "When writing news or 'announcing' headlines, it's important to make your news stand out in a big way. Use words like, 'introducing'...'announcing'...or 'new'."

Strategy # 48 - "Curiosity in your headlines won't do well on it's own. Be sure to include news or self-interest as well, that combination will result in a winning headline."

Strategy # 49 - "Happy or positive headlines pull better than negative headlines, but there are times when a negative twist will be the perfect headline."

Strategy # 50 - "Figure out in your mind what it would take for you to purchase your product. Then start writing headlines that would sell you."

Strategy # 51 - "Some headlines lend themselves to being short. Don't make headlines too short when you need more to express your complete message."

Strategy # 52 - "More people will be encouraged to read your ad if the headline suggests that the ad contains useful information."

Strategy # 53 - "Never run an ad without a headline. No one will read your ad if they don't have a powerful reason to read it...a good headline gives them a reason."

Strategy # 54 - "If you really want to find a winning headline for your ad, you will need to write at least 30 headlines to find the best one."

Strategy # 55 - "To better target your audience when you have a long headline, use bold or larger print on key words. "

Strategy # 56 - "To make your claims more attractive and believable, use figures, quantities, percentages and dates. For example, 'this detergent makes your clothes 30% brighter than any other brand.'"

Strategy # 57 - "A simple page layout encourages your ad to be read. A busy page is not conducive to being read."

Strategy # 58 - "A vertical layout works well for printed advertising. Having a picture on top, the title beneath the picture, and the text at the bottom."

Strategy # 59 - "A horizontal layout should be avoided because text written to the left or right of an illustration is rarely read."

Strategy # 60 - "If you are selling any type of food product, include a recipe in your ad and it gets read about 220% more than those without a recipe."

Strategy # 61 - "Although printing your ad in color is more expensive, it's worth the cost. A color ad will attract more attention, has a better chance of being read and is remembered twice as often as black and white ads."

Strategy # 62 - "Color advertising enhances people's attitudes towards your product, increases sales up to 41%, highlights certain parts of your message and your brand name."

Strategy # 63 - "Keep in mind that different colors have hidden meanings and invoke different emotions or ideas. It's best to research the color effects before you decide on the colors to use in your ad."

Strategy # 64 - "Where possible, show a visual contrast in a 'before and after' picture that will say more than any printed words."

Strategy # 65 - "Comparative advertising can be an effective marketing tool if it's done properly and your product lends itself to that type of marketing."

Strategy # 66 - "Comparative advertising is not recommended if you control the market, if there is no difference between your product and your competition, if

you have a limited budget, or your product is an emotional, not a logical purchase."

Strategy # 67 - "When you repeat a good campaign, you capture more readers, your credibility improves, and there is better product recall. All of these benefits translate into increased sales."

Strategy # 68 - "Don't make the mistake of using white print on a black background. It may look nice, but it has proven to reduce the readership of ads."

Strategy # 69 - "Keep the same overall format for all of your printed advertising. It gives a look of one large company rather than several small companies."

Strategy # 70 - "When you are doing promotion advertising, include your strong offer in the headline to grab their attention."

Strategy # 71 - "Even when you are doing a series of ads, you still need to have strong individual ads that can stand on their own because some prospects may see only one of the series."

Strategy # 72 - "If you make an improvement in your product, stick with the original campaign and use your advertising to inform your customers of the improvement rather than start a new campaign."

Strategy # 73 - "Don't be too quick to change a campaign if your sales are down. Your advertising may be more than pulling it's own weight. Your problem may be with your product, price or customer service."

Strategy # 74 - "Truth in advertising is a necessity of law and ethics. Any visuals of your product should be of the actual product, not some touched up prop that will be different than what the customer purchases."

Strategy # 75 - "Unless it's for a special effect, you must avoid using strange camera angles that make your product look different than what it really looks like."

Strategy # 76 - "You must prove any product claims you make that are objective or competitive, so carefully do your research before you make any claims."

Strategy # 77 - "If your testimonials make claims, they must also be backed by research. You may have found one person who thinks your tires last longer than the competitors, but it doesn't make it fact."

Strategy # 78 - "Be sure that your advertising is both effective and socially responsible."

Strategy # 79 - "The best way to create an ad that will sell to children is to watch and listen to what today's children are currently saying and doing."

Strategy # 80 - "If you're marketing to children, make your product fun and your ad funny. Be sure to include reassuring information to their parents about its safety or nutritional value."

Strategy # 81 - "You will find that successful advertising appeals to either sex appeal, greed, fear, or duty and honor."

Strategy # 82 - "One of the most important parts of your advertisement is the reason you give your reader for buying, this is the 'appeal' of the ad. The appeal is more effective if it's in the headline."

Strategy # 83 - "There are many types of effective appeals, they include: a desire to be part of the 'in group', a desire for a bargain, a desire to be popular, and a desire to beat the jones, not just keep up with them."

Strategy # 84 - "When choosing the appeal you will use in your ad, be sure there is a solid reason for the appeal not just a feeling that it's good."

Strategy # 85 - "If you don't test, you won't have the best. You must test headlines, offers, appeals and sometimes priced points to ensure that your ad will be a winner."

Strategy # 86 - "There are many ways to test your ad. First, set it aside and read it the following day with a very critical eye. You'll catch errors that were missed when you were writing the previous day."

Strategy # 87 - "Another way to test your ad is to have someone else read it out loud to you. In addition to seeing if it appeals to them, you should take notes of any problems in how it flows, clarity etc."

Strategy # 88 - "Since you should create several ads, another easy way to test your ad is to solicit opinions from several prospects and see which ad they like the best."

Strategy # 89 - "Opinion tests can help you get closer to the best ad, but may not give you the best ad when using only this type of testing. Thus, testing ads by mail response is also important."

Strategy # 90 - "When you're excited about your product, get a pencil right then and start writing your copy. Enthusiasm makes all the difference in writing good copy."

Strategy # 91 - "When writing copy, remember that you are trying to sell a product and you will only keep the readers attention if you talk about the product."

Strategy # 92 - "Don't fall into the trap of starting your copy with philosophical gibberish. You'll loose your readers' interest before they read about your product."

Strategy # 93 - "There are many ways to write good copy, your product should influence what works best for each writing method."

Strategy # 94 - "When the product is not unique in its category, consider using straightforward copy that simply states the facts of the product."

Strategy # 95 - "Story copy works well if you're selling a self-interest type of product or service. You can paint a picture of how life can change with this product."

Strategy # 96 - "Imaginative copy describes the product in such a way as to strengthen the readers' interest and plays a mental movie in their mind."

Strategy # 97 - "Writing in a forthright way increases believability by showing both the strong and weak points of the product."

Strategy # 98 - "Superlative copy gives you a chance to brag about why your product is so wonderful. This method is very effective as long as you have the facts to back up what you write."

Strategy # 99 - "A signed copy approach is when the manufacturer, ceo or 'big cheese' writes a statement about their product."

Strategy # 100 - "An editorial style or 'aditorial' is written as if by a reporter. Your prospect realizes half way through the copy that this in an ad. This method is effective, but shouldn't be over used."