



Print Advertising - Errors To Avoid

Checklist

Whether you are a company or an organisation which uses print advertising; or someone who creates or sells it, here's a terrific checklist to help you identify and avoid some simple errors that can affect the responsiveness of your ads

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- ◆ abandoning a great idea simply because of "no instant results"
- ◆ *boring people with advertising which interests you but not them*
- ◆ positioning it in the wrong place within a publication
- ◆ *presenting valuable products or services - but at the wrong time*
- ◆ exaggerating - your ad must be both truthful and believable
- ◆ *presenting an unclear message to your Prospects*
– even if you understand it!
- ◆ Trying to talk to the wrong people – or to the right people in the wrong way
- ◆ *making an unimpressive first impression*
– perhaps by talking about yourself too much
- ◆ forgetting to use an effective strategy simply because you've a "great creative idea"
- ◆ *failing to support your advertising with other, matching, marketing devices*
- ◆ forgetting to talk in your ads to the people who actually make the decisions
- ◆ *forgetting your business' limitations*
– remember to present what you are good at
- ◆ neglecting to try and solve an important problem for your Prospects
- ◆ *leaving a successful campaign just to run*
– without aiming for constant fine-tuning
- ◆ judging what will work in the future simply by what worked in the past
- ◆ *forgetting that Prospects are human beings first and potential Customers second*
- ◆ talking in the language of your business
- which the public doesn't fully understand
- ◆ *forgetting that your ads must earn profits or they simply aren't working*
- ◆ picking a media that you like - pick one your Prospects like
- ◆ *forgetting to keep up with changes in your market*
- ◆ presenting facts of which you are proud,
when these are of no interest to your Prospects
- ◆ *saving money by using inadequate artwork or photographs*
- ◆ forgetting to use every media to its greatest advantage
- ◆ *spending too much or too little on production*
- ◆ failing to understand that it takes both time
and effort to produce responsive ads
- ◆ *forgetting to make it clear in every ad what action people should take*
- ◆ not making it clear why they should take this action now
- ◆ *and finally, failing to make it as easy as possible
for them to take the action you want*

If you have any questions on some of the points covered in this checklist...

Or, if you have any other areas where you'd find such a checklist of use...

Equally, you might like some of your own material produced in this format...



*Please don't hesitate to contact us;
we'll be delighted to help*

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