

How To Advertise

1. Know your audience

- Gender, age, interests, etc

2. Decide a location for your advertisements

- Where will your target audience be most likely to see or hear the ad
- Radio, television, internet, billboard, business card, flyers, posters

3. Create a budget

- Put as much money as you can into advertising
 - initial cost high, but returns may be higher
- Spend money to make money
- Research and invest time into creating a good ad

4. Establish a company image

- Create a logo that is simple and easily recognizable
- Create an eye pleasing logo (color, font, etc)
- Create a catchphrase (Ronnoc Tech - helping with your technology needs)

5. Avoid advertising cliches

- “for a limited time only”
- “world famous”
- “only \$19.99”
- “but wait, there’s more”

6. Test your final advertisements

- Get feedback from a small group before you spend money on an entire campaign
- Monitor customer reactions
- Revise the ad until it draws in the highest number of people in the target group

Internet Advertising

1. Build an awesome website

- Focus on SEO (search engine optimization) to be a first result on a key term search

2. Use social media

- Feature company on Facebook and Twitter to get a loyal customer base
- Don't bombard with advertisements
- Use to run special deals and savings
- Engage with your followers and answers question or concerns

3. Buy internet ads

- Google Adwords
 - low-cost advertising
 - ads appear on Google Search pages and partner sites

- only pay for ad when someone clicks it
- Banner Swapping
 - Place banner of another company on your website and they'll do the same for you