

What's the Scoop

Volume 3 Issue 3

March

2009

Sharpening your business edge !! Part deux

"The advertisements are the most truthful part of a newspaper."
-- Thomas Jefferson

"The pessimist sees difficulty in every opportunity. The optimist sees opportunity in every difficulty."
--Winston Churchill

Lap Top Cases

75% OFF

Only 122 in stock

**Computers are us
321 Sesame Str.
Airdrie, Ab
403 945 0000**

While they are there I'm assuming you are selling them a tune - up, maybe some cool new speakers, or a hand dandy lap top table ??? This is only an example but should and could be applied to most retail stores.

Define Print Advertising

Ok well my meaning of advertising is pretty simple. Communicating with potential customers with the hopes that they purchase your product, brand or service. I told you it was simple. What gets complicated is the type of advertising you do. You need to cater to all consumers. If you want your phone to ring and your bank deposits to KA CHING then you need to capture their attention. I'm sure we've all been caught up in the grocery store line ups checking out the headlines on the tabloids. I really don't think it's possible for a male gorilla to give birth to a cheetah on Mars, but I sure have seen lots of people buy into those headlines. If you apply this to your local advertising on a weekly basis it gets people

talking. Sometimes your business name doesn't have to be big, bold and the most prominent part of your ad. For example: Let's say you are a travel



DROP YOUR PANTS HERE

**Dry Cleaning Is Us
123 Sesame Str.
Airdrie, AB
403 948 0000**

agent, Telling People Where To Go and How to Get There is catchy. Or perhaps you're a hair salon and your heading could be DYE NOW !! Then under-

neath you have 10% off all colours in June. The readers will find you if they want their hair dyed.

Another form of advertising that I find is very effective is advertorial style. This style of advertising can be a very personal form of communicating with your customers. It's an excellent and personal way to introduce yourself, and your experience to a huge audience at once. For all those visual learners out there which is a great percentage of the demographics it's very effective. Then it rebounds because they tell the audio learners that learn from listening and boda bing boda boom you've hit more than half of the 3 types of learners.

Incentive Advertising

By offering the potential customers incentives NOW it hopefully creates loyalty programs later. You know your business and you have your own suppliers but I know that many times suppliers are blowing stock out to make room for new merchandise. Why not take advantage of this and bring in a 100 or so of this item and blow them out

your door. These are called lost leaders and they work..... Once they are in your store you can introduce them to all kinds of accessories you sell. Shoppers Drug Mart is still the cheapest place to buy milk but I couldn't tell you the last time I just bought milk while I was there. You have to be prepared to take a loss sometimes in

order to reap the gain. Your incredible customer service and knowledge will have them coming back for more. Then you can add them to your loyalty program that I am always talking about.

**Support each other
Shop Local when you can !**

Display Advertising

We're on the WEB
Heresthescoop.com

Bay 402, 2903 Kingsview Blvd., SE
Airdrie, Alberta
T4A 0C4

Phone: 403 948 5529

"No News is Good News"
Advertising



Get out from behind the computer and get building some personal relationships.

**Have you heard
the "GOOD NEWS"
Here's the Scoop and
the Range 106.1 have
teamed up to bring you
the best of both advertising worlds !!
PRINT AND RADIO**

Display advertising generally is all about the logo, and images. This form of advertising is pertinent in keeping your name out there. Logo recognition is pertinent so your customers can easily find you. When you tie all the types of advertising together you will find that some will work better than others, but they are all kind of necessary in order to build your clientele. Again mentioning Shoppers Drug Mart. They got me in buying milk, they gave me an optimum card, and over time I now get called when they are having their optimum rewards sales. Some how along the lines I am now near the top in their data base and all I wanted was a jug of milk.

Neighbourly Advertising

In this town alone there are many programs, and event sponsorship opportunities you can partake in. From hockey tournaments to Rodeos. When you advertise or take on a sponsorship role the most you should really expect is a THANK YOU! You have contributed to a great event that wouldn't be made possible if not for corporate sponsorships. These events usually bring lots of out of town visitors to our fair city, and between games or events lots of people like to check out the local shops. This is a bonus for neighbourly contributions you have made to make your community stand out for yet another successful event.

Radio Advertising -

Your not buying a commercial your buying an audience.

Go ahead advertisers !!

You can be on the air !

And in the bag !

our office before April 10th

and we'll hook you up

with an advertising package

that gets you



AND



A Few Helpful Hints

Once a week try working on your business instead of in your business. Even if only for an hour a week. I know from experience it is so easy to get caught up in the day to day grind we lose some inspiration. Don't lose sight on the direction you are going.

Send Thank You Notes - In my 12 years of business I have all my notes and certificates I've ever received. It's nice to be appreciated.

Remain Humble - Even the mighty tumble and fall so never bite the hands that feed you and although markets fluctuate and circumstances are always changing don't forget the hands up you've received along your

path.

Volunteer and Get Involved.

Being in and around your community with a helping hand not only makes you feel good but it builds credibility.

It really is awesome the connections you make and the relationships you form just by getting involved. However you better be genuine and pick something you are passionate about. To be involved for self promotion leaves a horrible taste in my mouth and others. It's like marketing your business for free but you must be willing to invest time. It will help to keep the Unity in Community.

A businessman walked into a Calgary bank and asked for the loan officer. He said he was going to Europe on business for two weeks and needed to borrow \$5,000. The loan officer said the bank would need some security for such a loan. The businessman then handed over the keys to a Rolls Royce that was parked on the street in front of the bank. Everything checked out and the loan officer accepted the car as collateral for the loan. An employee then drove the Rolls into the bank's underground garage and parked it there. Two weeks later the businessman returned, repaid the \$5,000 and the interest which came to \$15.41. The loan officer said, 'We do appreciate your business and this transaction has worked out very nicely, but we are a bit puzzled. While you were away we checked and found that you are a multimillionaire. What puzzles us is why you would bother to borrow \$5,000?' The businessman replied: 'Where else in Calgary can I park my car for 2 weeks for 15 bucks?'