

Top 10 Reasons to Advertise

1. Advertising establishes contact: Consumers prefer to learn more about products and services through advertising. Advertising is a preferred method for introducing people to products and services and in converting wants into needs. Advertising cultivates new prospects. Advertising builds awareness: Before exposure to advertising only one in five buyers is aware of a company and/or its products. Six out of ten suppliers claim that maintaining or increasing awareness is a marketing objective. Buyers are always more aware of the most aggressively marketed products. A significant number of sales are lost because the consumer simply did not have enough knowledge of the product. As awareness increases, buyers are more likely to consider purchasing that specific product.
2. Advertising builds preference: Consumers believe that buying a familiar brand usually guarantees approval (81% according to Simmons Research) while buying unfamiliar brands is risky (82% according to Simmons research). Brand preference is directly impacted by the advertising investment. Advertising is a proven means of raising a brand's reputation and preference level.
3. Advertising educates and develops prospects. Consumers prefer to learn more about products through advertising. Advertising becomes the knowledgeable salesperson missing from many stores today. Advertising turns wants into needs. Advertising helps educate and helps differentiate benefits from features.
4. Advertising reduces cost of sales. In a world with less knowledgeable salespersons, advertising reduces direct selling costs. Knowledgeable customers often know exactly what they want to buy reducing the time needed to sell them. It costs about one-fifth as much to retain and sell an existing customer as it does to sell a new one. Advertising is a tool for selling existing customers more and reducing costs of sales.
5. Advertising helps sell existing customers more products and services. One study found that nine out of ten buyers continue to look at the vendor's ads after making the purchase. 88% of buyers cite top reasons for reading ads from vendors they have purchased from is to learn about new models and upgrades. Advertising reassures buyers that they have made a good decision. After purchase assessment is important to 43% of all buyers surveyed 92% of buyers continue to read ads for a product after a purchase is made increasing the odds that they will be happy with their purchase and buy from you again.
6. Advertising helps close the sale. Advertising builds traffic, provides incentives for acting now and links to web sites, coupons and toll free numbers which all directly can close the sale. Point of sale ads, and as seen in ad signage are used as sales tools by advertisers to speed the closing process. Advertising keeps them sold. Advertising reinforces good decisions, creates the best prospects for future sales. It costs less to keep a customer than to find a new one and increases the usage of products you have already bought.
7. Advertising is an effective sales tool. Seven out of ten salespeople surveyed said that they use ad reprints as a selling tool.
8. Advertising saves time for both you and your customers. Customers believe advertising saves them time and money in comparison shopping and therefore the customer who has been exposed to advertising is closer to making an informed decision saving you time and money as well.
9. Advertising keeps you top of mind. For most product categories, fewer than 4% buy a particular general merchandise product in a given week. About half of this 4% buy an item within a week of deciding to make the purchase. The purchase is typically unplanned. Once the decision to buy is made, the consumer relies heavily on advertising to help them decide where to buy.
10. Advertising works! Millions of manufacturers, retailers, service businesses, and individuals advertise every day. Over and over again. Because it works.