

12 Most Common Mistakes in Advertising

These are from Roy H. Williams all day public seminar PowerPoint presentation. Reprinted with permission.

Wizard Academy www.Wizardcademy.org

1. The desire for instant gratification

Studies have proved the only variable that influences the success of any campaign is the *power of your message*. So make sure you are saying the *right thing*. "Uncover the story that is uniquely yours; focus your campaign; commit to your message." And be prepared to give it time.

2. Attempting to reach more people than the budget will allow

Think about it this way: Would you rather reach 100% of the people and convince them 10% of the way of them, or reach 10% of the people and convince all of them all the way? Your message is the nail, repetition is the hammer, and a block of wood is the customer. If the nail is sharp and you hammer effectively, you will pierce through the wood and clinch the customer.

3. Assuming the business owner knows best

It's hard to read the label when you're inside the bottle. Sometimes it helps to bring in an objective outsider to give you some perspective from a different viewpoint.

It's a very human thing and it happens to all of us happen. We can easily lose our objectivity when it comes to things like family and your business. Too much knowledge about your company and what you offer leads you to answer questions in your ads that nobody is asking.

4. Unsubstantiated claims

Ads make claims all the time that miss targeting their customers' needs and simply wind up turning them off. Specifics about yourself, your way of doing business and your products are far more persuasive and cut to the chase far more effectively than generalities. So get credibly specific!! Never make a claim in an ad that you do a certain thing, without back that up with a provable fact.

5. Improper use of passive media

Passive media are sight-based media - newspapers, magazines, billboards, direct mail, and yes, even email - that require the user to sustain focused attention in order to process the message. Intrusive media are sound-based - radio and television. Sound is heads above sight in its ability to get your message lodged into your customers' brains. The best use of passive media is as a follow-up to intrusive media.

Passive media is an effective way to reach those customers who are actively in the market for your product or service *right now*.

6. Creating individual ads instead of campaigns.

No single ad constitutes a campaign. You have more to say and more to accomplish than can be said and accomplished in a single ad. Build upon your previous ads.

7. Obedience to unwritten rules.

Do you want your ads to sound like everyone else's? Do you want to communicate the same message as your competitors? No, of course not. Try to be unique; you want to stand out from the crowd.

8. Ignoring timing.

Tell the customer *WHY* and wait for *WHEN*. Quit trying to predict their moment of need.

When they will call you or come in depends on the buying cycle of a product. If you're selling roofing material it may be 15 years, if it's cars, 3 years, if it's a restaurant they are probably will eat out this week. If you own an upscale maternity clothing shop and you spend a ton of money advertising, customers still are not going to come in until someone is pregnant.

9. Over targeting

Quit trying to reach just your target audience. It's a myth that you only need to get your message to the decision-makers. Truth is, decisions are seldom made in a vacuum. Don't neglect the influencers!

10. Event-driven marketing

When an event is over, folks will immediately forget the marketing pitch behind it, and besides, 99.5% of the people you've spent the effort to reach won't be coming to your event anyway. What is your message saying to all those who will hear the ad it but are not going to come to your event?

11. Great production without great copy

"Slick, clever, funny, creative and different are very poor substitutes for informative, believable, memorable and persuasive."

12. Confusing "response" with "results"

"Slick, clever, funny, creative and different ads are most likely to generate comment, or response." Do you want response or more customers?