

Creating a successful Advertising campaign

A brand must remain visible. Few brands die because they fail to satisfy their customers' needs. They die because people forget them.

Develop a clear simple website and efficient response mechanisms.

By the inclusion of bluetooth marketing or SMS short codes, this enables you to turn a standard campaign into a response campaign

Think smartly about how to reach your specialised target audience.

With over 50 services to offer, Focal Point are well placed to help plan and book targetted campaigns

Your message will to a degree dictate your media choice

Think about your message and your target audience and then find the media oportunites that can best serve this message.

Drive results by using clever creative

One creative across all media oportunities will not necessarily work. Think about a design to match the medium

Simplify your message if you want to be listened to

Simple messages reach the brain quicker

Make sure your offer is clear and Incentivise your customers

Incentive or offer led campaigns will always generate a greater response. Give your customers a reason to make contact with you

Be consistant with your brand

Although a different message can be used to match different media, your brand **MUST** stay consistent

Use media that can help measure results

By combining traditional forms of media with innovative solutions, this can help you measure the success of your campaigns. Be bold. Break the mould, don't do what you have always done, especially if it is not giving you the desired response

"Stopping advertising to save money is like stopping your watch to save time."