
Effective Advertising

an idea-generating presentation by The Lansing Journal
for members of the Lansing Area Chamber of Commerce

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Why advertise?

1. Advertising reminds people that you're in business. Even if readers don't need your product or service right away, seeing your name and logo over and over makes them more likely to call you when they do need what you sell.
2. Advertising can lead to referrals. As new people move in to Lansing, they ask around about where to shop, where to eat, where to get their hair cut, toilet fixed, car serviced. Advertising helps ensure that your name becomes part of those conversations.
3. Advertising sets you apart from your competitors—it's your message, your logo, your brand.

Beyond coupons

Many Lansing advertisers use coupons in their ads because coupons are a built-in way to get a sense of whether your ad is working. But coupons also appeal to a certain kind of buyer. If you limit your advertising to coupons, you limit the types of consumers you might attract.

Let's look at

12 **other** reasons people buy

Some of these motivators work better for certain types of businesses, but almost all of them can be adapted to any kind of business.

As you look at the different options, write down some ideas about how to apply each one to your business.

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Following the Crowd

Sometimes we buy things or go places just because others are doing it. In Lansing, these ads can work well for restaurants or bars with live entertainment, or for movie theaters, or events. Using Yelp reviews or customer testimonials in your ads can be very effective.

The image shows a screenshot of a Yelp review. On the left, there is a profile picture of a person with a beard, the name "Matt P.", the location "Winchester, MA", "3 friends", and "10 reviews". To the right of the profile, there are five red star icons, the date "8/4/2016", and a "Updated review" icon. The review text reads: "How can a great place get better?? GrandTen now has a bar! You can drink their spirits straight from the source. The head of the bar program (Steve) explained to us that they were only allowed to sell alcoholic products that are produced on site. So they have a sweet vermouth they have crafted, and are working on some others (he mentioned campari and shrubs). I can't wait to see how this evolves. Highly recommended." Below the text, it asks "Was this review ...?" and provides three buttons: "Useful" (with a lightbulb icon), "Funny" (with a smiley face icon), and "Cool 1" (with a snowflake icon).

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Health

The National Institutes of Health notes that in 2014 Americans spent more than \$36 billion on supplements alone. Health motivators can also be used in restaurant ads, sporting good ads, or ads for outdoor activities.



Your Family's Active Play Headquarters

up to **30% Off** Bicycles for the Whole Family
Valid through 8/31/14. Expires 8/31/14.

We make it easy to make fitness fun!

Varsity Sporting Goods
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

Save your sick days.
Vaccinate Today!
**-Minute
Flu Shots
\$29**
Call now for
our appointment.

**Clayton
Pharmacy**
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

Now offering complete school and travel vaccinations!

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Curiosity

Some consumers are motivated by curiosity. If you've remodeled your space, or you're under new management, or your location is off the beaten path, you can play that up in an ad.

THE GROMMET
Discover What's Next

Innovative NEW products from small businesses.
SEE THEM FIRST

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See How Far Your Tax Refund Can Take You!

Save up to **50% OFF** Europe | Southeast Asia | Alaska | Hawaii | & More with our last-minute travel packages

Call or visit us online today for great travel deals, and turn your tax refund into the experience of a lifetime.  

Whirlwind Travel 1224 Washington Street | Gomersville Heights
000-000-0000 | www.nornewebsite.com

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Feeling Important

Consumers are often motivated by their desire to look and feel important. These kinds of ads can work for designer clothing, jewelry, and luxury services, but they don't have to be limited to high-end products. Some businesses make their customers feel important by recognizing their birthday, or by rewarding honor students, or by having different kinds of membership clubs. Maybe you want to choose a certain kind of person to reward—veterans, seniors, people who are new to Lansing, motorcyclists, people who give blood, people who vote.



Open Daily at 7 a.m.
Last wash at 8:30 p.m.

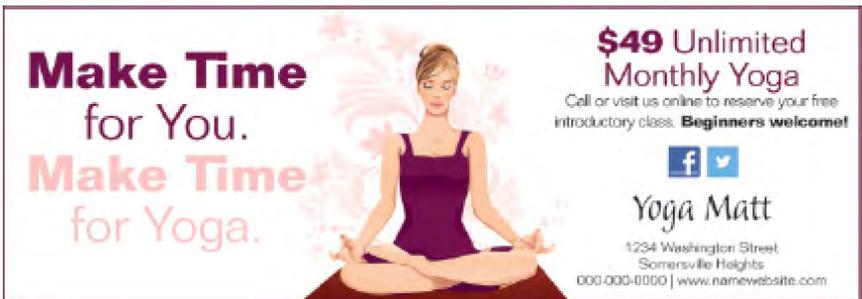
**More Machines.
Less Waiting.**

Modern & Efficient Washers & Dryers
Large-Capacity Machines | Fluff & Fold Laundry Service
Free WiFi & Coffee | Clean & Friendly | Easy Parking

Now offering coinless laundry cards!

Laundry Spot 

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com



**Make Time
for You.
Make Time
for Yoga.**

**\$49 Unlimited
Monthly Yoga**

Call or visit us online to reserve your free introductory class. **Beginners welcome!**

Yoga Matt

1234 Washington Street
Somersville Heights
000.000-0000 | www.namewebsite.com

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Pleasure and Comfort

Home furnishings often appeal to this motivator—beds, pillows, recliners—and so do some wellness services like massage parlors and spas. You can use price as a way to appeal to someone’s financial comfort as well as physical comfort.

HEAT YOUR HOME FOR LESS

We offer prompt, reliable service and competitive prices to meet your heating needs and budget.

Reliant Propane & Oil

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Propane & Oil Delivery
Year-Round Payment Plans
System Sales, Service
& Installation

The advertisement features a photograph of a smiling family of four—a mother, father, and two children—embracing each other. The text is overlaid on the left side of the image, and a dark blue box with white text is positioned in the bottom right corner of the ad area.

Loved Ones

Many purchase decisions are motivated by consumers' love for the people in their lives. And many of the above motivators can be reworked to apply to loved ones as well as self.

Trusted Day Care
for your little masterpieces

Providing a safe, stimulating and nurturing environment for your little one to learn, thrive, grow and make friends.

Try Us for FREE!
Contact us today for details and a tour.

Ages 3 months to 6 years
Nutritious meals & snacks
CPR & first-aid certified staff
Extended drop-off & pick-up hours available
Secure webcam viewing of your child's classroom

Building Blocks Day Care

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

HEAT YOUR HOME FOR LESS

We offer prompt, reliable service and competitive prices to meet your heating needs and budget.

Reliant Propane & Oil

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Propane & Oil Delivery
Year-Round Payment Plans
System Sales, Service & Installation

Do your kids a favor.®

Make your funeral, cremation or cemetery plans in advance.

Learn More >>

We can help you reach your buyers.

Planning your advertising a year at a time is a way to develop a consistent presence and strategic messaging. The Lansing Journal offers reduced rates to businesses who are able to make a year-long advertising commitment—and we can help you put together a one-page advertising plan that outlines some creative ideas customized to your business and your customers.



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