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# Effective Advertising

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

February 14, 2018

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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.

**Matt P.**  
Winchester, MA  
3 friends  
10 reviews

★★★★★ 8/4/2016 · Updated review

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.

Was this review ...?

Useful Funny Cool 1

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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.

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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](http://www.namewebsite.com)

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

**Clayton Pharmacy**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
[www.namewebsite.com](http://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.

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THE GROMMET<sup>®</sup>  
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



# 7

## Love of Beauty

Some people like nice things, so this kind of ad can make sense if you want to sell luxury goods or art. But beauty is subjective, so a “love of beauty” ad can also work for simple things like paint, or carpet, or organization supplies.

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**HOME BASE**  
THE BEST PART OF THE HOLIDAYS? Having everyone home together. There's room for the whole gang to put up on our spacious sectional, whether you're entertaining, movie bingeing or just hanging out.

HOW ARE YOU GETTING READY? SHOW US WITH ANY WEST ELM.

**DINING CHAIRS**  
We've got you covered with our new dining chairs. The classic white is a timeless choice, but we also have a variety of colors and finishes to match your style. **\$129 - \$149**

**KITCHEN COUNTERS**  
Upgrade your kitchen with our new kitchen island. It's a perfect spot for breakfast, coffee, or a quick snack. **\$1,299 - \$1,499**

**BEDROOM CHAIRS**  
Add a touch of elegance to your bedroom with our new bedroom chairs. They're perfect for reading or relaxing. **\$129 - \$149**

**WEST ELM**  
1000 West 12th Street, Vancouver, BC V6H 1G5  
www.westelm.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.

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

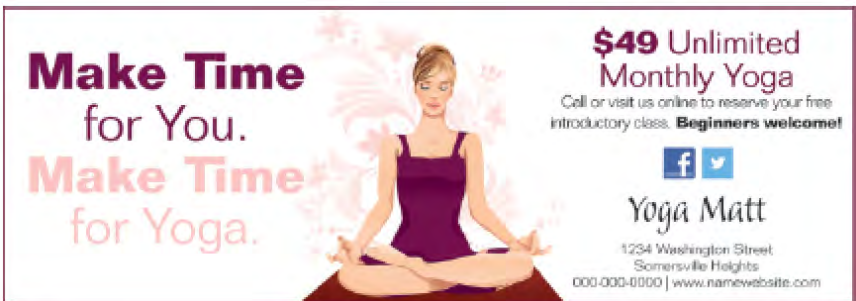
**More Machines.  
Less Waiting.**

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

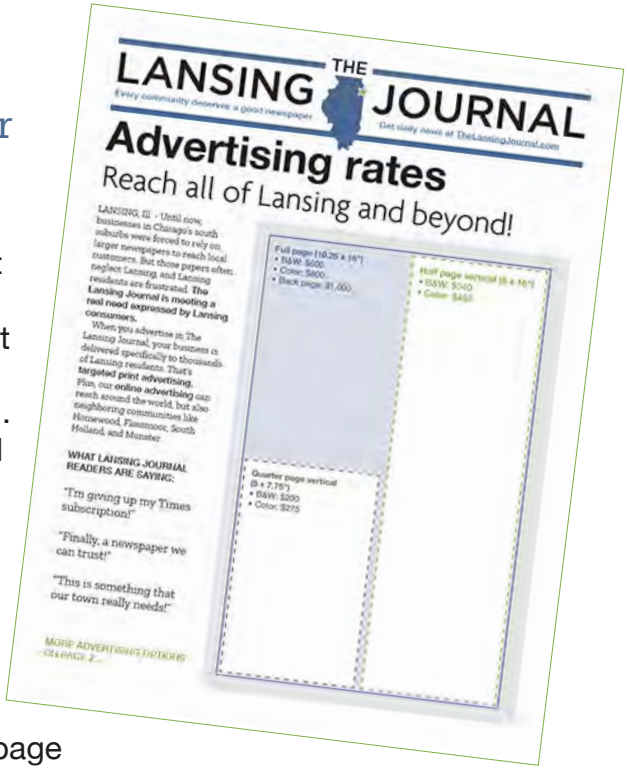
The advertisement features a photograph of a smiling family of four (a man, a woman, and two children) on the right side. The text is arranged in a clean, professional layout with a mix of bold and regular fonts.





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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THE  
LANSING  JOURNAL

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