

# TARGET PRACTICE: GETTING YOUR MESSAGE TO THE RIGHT

## PEOPLE

By Meredith Pond

### TARGET PRACTICE: GETTING YOUR MESSAGE TO THE RIGHT PEOPLE

Meredith Pond  
wordsmith25@hotmail.com

No Site Listed <http://www.marketing-seek.com>

Classified ads, sales letters, press releases, and other written marketing materials can be very effective tools when you're trying to get the word out about a product or service. While we all know this and have all used these methods with probable success, how often do we think about WHO our message is actually getting through to?

Placing ads and sending out sales letters is fine, but if you're offering a dog walking, how much success are you going to find if only a small percentage of those reading your message actually have dogs? Instead of blanket mailings, choose communities or neighborhoods that seem to have a high population of dogs. Perhaps even better, take your fliers to the local humane society and ask to place them by the entrance. That way, you'll be sure to get your message through to dog owners.

If you have a press release written about your business opportunity (usually not the best subject for a press release anyway), but only have it sent to general interest media, what kind of results should you expect? I mean, maybe you're trying to reach the general public, but how many of those people would really be interested in what you're offering? Unless your business is so revolutionary that EVERYONE would want to know about it, you'd probably be better off to send that release to online or print publications whose audience is primarily made up of businesspeople or online money-makers.

Targeting your advertising may not get through to as many people as you think is necessary. In most cases, however, you'll actually get more bang for your buck by getting through to the people who are most likely to buy. If your ad is seen by 20,000 people, but only 300 of them are the sort of people that would really be interested, you've just wasted 19,700 exposures- like

doing a national news broadcast when only Tennessee is tuned in.

Sending your ad to a targeted list of people ensures you get the highest percentage of response possible. So even if fewer people get the message, you're likely to get more responses for your money. While it may be more expensive and more difficult to target your advertising, you're still getting a better deal and building a valuable base of loyal customers.

Meredith Pond is a professional and freelance writer with extensive experience working on the web. Meredith provides writing and editing services to individuals and businesses alike at great prices. See <http://www.geocities.com/wordsmith25/MeredithPond.html> for details. For instant info on prices and services, send a blank email to <mailto:meredithpond@getresponse.com>. Contact Meredith directly at <mailto:wordsmith25@hotmail.com>.

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)