

Consistent Advertising at a Price You Can Afford

By Rozey Gean

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From early on, the average entrepreneur is brainwashed with the concept that consistent advertising is the only way to adequately market his/her products and services in order to achieve success. Yes, consistency in advertising is necessary for success in business, just as consistency is necessary with any other facet of life. If you want to lose a few pounds, you must be consistent in incorporating the necessary changes into your diet plan and exercise regimen. If your goal is to save enough money for a down payment on a new home, you must be consistent in contributing to your savings plan.

Consistency in advertising is important to your success by the way of attracting clients to your business. For example, should you choose to purchase a one-time display ad in a major publication, forking over thousands of dollars with the anticipation that you are going to strike it rich with that one ad, then you are setting yourself up for a major let down. Chances are, your ad will receive very little consumer attention, if any, and will soon be forgotten as the magazine is tossed to the side or relegated to the trash can. The average consumer must see this advertisement on a consistent basis before it will actually register in his/her brain and be remembered. How many times is consistent? There are marketing professionals who would argue the point . . . some would say seven (7) consecutive ads . . . others would recommend twelve (12) consecutive ads would get you noticed.

Even if you halt your ad campaign when you reach seven consecutive ads, you are looking to spend tens of thousands of dollars on one single advertising medium. Is it worth it? Where will the money come from to fund it? Once the seven ads stop running, what is your plan from that point? Will you have depleted your entire marketing budget and then some?

While consistency is the one thing successful entrepreneurs have in common, their strategies are not based solely on one single means of advertising. They have learned what works and have stuck with it time and again. They deliver a consistent message through consistent marketing strategies that reach their audience.

A few suggestions to assist you in integrating a consistent marketing plan are as follows:

1. Define your target audience and develop a plan that will allow you to focus your marketing

efforts toward that particular group of individuals.

2. Be able to define what specific products and services you offer. In other words, know what you are striving to sell. Once you know what works, do not make constant changes. Your clients learn your products and services and feel more secure when there are less frequent changes taking place.

3. Stick with the sources of advertising that work best for you and do not over extend your marketing budget. Establish your on-line presence with a web site. Submit press releases that will assist you in gaining "free" exposure. Write articles that designate you as an expert in your field. Join on-line and local networking groups. Start your own newsletter. Exchange ads through banner swaps and with other site owners.

4. Establish a unique identity that will easily be recognized and credited to you.

5. Include your company logo and web site URL on all of your printed marketing materials.

Expensive ads are not the solution for all types of businesses. With the increasing number of creative advertising mediums available to today's entrepreneur, marketing your business should be a relatively low-cost endeavor. Consistency does not have to be expensive . . . but it must be an ongoing process on the road to success!

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Rozey Gean is the founder of the Marketing-Seek.com website where ezine publishers and writers are brought together in an easy-to-use, friendly interface.

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