

## IDENTIFY YOUR MARKETING STRATEGY

### Ten Questions

**Answering these 10 Questions will help you make advertising decisions.**

#### **1. How do I know how much to spend on advertising?**

To know how much to spend on advertising, first you need to establish your advertising budget and then set your monthly expenditures.

#### **2. How do I evaluate the effectiveness of my advertising?**

In order to determine the success of your advertising, you must have measures in place that can determine the return of your advertising investment.

#### **3. How can I learn more about my target audience?**

Understanding your target customer guides you in making the right advertising decision, from what to say, to which medium to use.

#### **4. How do I evaluate the efficiency of different media?**

The true evaluative tool to compare the efficiency of one medium to another is cost per thousand or CPM.

#### **5. How do I make certain that my ad will pull?**

The right message, selling to the right customer, run frequently in the right medium, will bring customers.

#### **6. What's more important: reach or frequency?**

While both are important, a good medium always reaches your customers with minimum waste. Running your ad message with frequency ensures that they will remember you when they decide it's time for a carwash.

#### **7. How do I know which medium works best?**

Each medium has its advantages. See the "Types of Major Media" section in this guide. Use a multi-media approach in your ad campaign. Don't put all your eggs in one media basket.

## 8. Should I run a big ad once, or several smaller ads more frequently?

Run the biggest ad you can as frequently as your budget will allow. Pay for a preferred position in the first 15 pages of the publication if you can afford it. Small ads get lost.

## 9. What factors should I consider when choosing a media vehicle?

Budget (can I afford it), Efficiency (what percentage of readers/listeners/viewers are your customers) and CPM (cost per thousand).

## 10. How do I know I'm reaching my target audience?

To improve your ability to reach your target audience, consider using demographic, geographic, or psychographic profiles (defined in the previous section: Creating a Marketing Plan).

### MARKETING TIP

#### *Lazy Days Carwash*

##### **Tis the Season, Forget the Tie**

Lazy Days knows that holidays offer unique opportunities to increase carwash sales. They know that their customers are more inclined to wash their car on these special occasions. That's why they always run a special promotion during each holiday. On Father's Day, they discount their Ultimate Wash by \$1. The banner outside reads: "This Year, Forget the Tie."

