

## 5 MYTHS ABOUT ADVERTISING

1. We don't need print advertising. We have a great online presence.

So do your competitors. Print materials hold a client's attention longer than online promotion, in part due to many more distractions online and information competing for the reader's attention. Research has shown that magazine advertising shows the highest rate of return on advertising. (Nielson Catalina Solutions NCS 2016)

2. Careful "target marketing" results in a higher return on investment.

Not true, according to research by Binet & Field. A "wide brand reach", especially if marketing is creative, is a much more effective way to attract new clients. "Talk to all of your prospects most of the time, and target those most interested with something relevant from time to time." – Shane O'Leary, Sr. Planner, Target McConnells

3. It's a waste of money to advertise if I don't receive an immediate return on my investment.

It takes time to create enough quality content to begin producing results. Often the greatest gains are the result of sustained contact with your audience to make sure they know who you are and what you can offer them. Advertising is not an expense. It's an investment.

4. Targeting the "youth market" or Millennials is the best use of advertising dollars.

While many businesses favor marketing to younger audiences, the reality is that in the western world, those over age 50 are often more likely to buy your product than the younger generation.

5. The larger the audience the better the results.

In fact, it's quality over quantity with today's savvy customers. Quality in platform (where you advertise) and in content (what and how you say it) is what matters most.