

*DISCOVER DOWNTOWN

salmon arm

H O P ~ T A L K



Print & Media ADVERTISING

Printing and advertising represents a significant cost for retailers, that's why planning and managing your program has never been so important. Unless you're Coca-cola, you will be using you advertising and printing as your key brand expression, so it's extra important to make every expenditure count.



1. Your brand is the performance of your company. The advertising, brochures, etc. ALL COME SECOND. Focus on the things that generate repeat business and then build outward with a printing and advertising program.

2. Know who your customers are. Get customer information any way you can. Talk to the people in the store, who are they, where do they stop, ETC? This knowledge will help make your print and advertising effective.

**SALMON ARM DOWNTOWN
IMPROVEMENT ASSOCIATION**

121 Shuswap St., Salmon Arm, B.C. V1E 4H8
Phone. 250-832-5440
Fax. 250-832-5039
Web. www.salmonarmdowntown.com
Email. info@salmonarmdowntown.com

**SALMON ARM DOWNTOWN
IMPROVEMENT ASSOCIATION**

121 Shuswap St.
PO Box 1928
Salmon Arm, B.C.
V1E 4H8



ADVERTISING

3. Find out WHERE your customers look when they are shopping for your products or services. Is it magazines and newspapers or can you catch their attention elsewhere? Sometimes advertising isn't cost-effective, because buyers don't shop that way.

4. Buy your advertising all at once. This allows you to prepare in advance, avoid rush charges, never miss a deadline,

and ask about editorial coverage.

5. Plan all of your advertising together. Aim for recognition through repetition. Key elements should be the same.

6. Try to use the same shape ad regularly. Your image should be as consistent as possible. Different sizes and shapes undermine this.

7. Try to buy the biggest ad you can regularly afford, rather than a weekly ad that doesn't get seen.

8. Keep your marketing designs as similar as possible. Try for a consistent masthead, type or logo positioning on your newsletter or website that matches your ads and the sign on the store. Use colour strategically.

9. Create a positioning line. It should attempt to express the "something extra" you offer.

10. Use a professional to manage your program. There's no point advertising if it doesn't build visually on what has come before and what will follow.

*Article reproduced with permission from **Retail Tips**, a publication of the Retail Merchants Association of British Columbia*

