

9 REASONS ADVERTISING DOESN'T WORK



**HOW TO BECOME A ROCKSTAR ADVERTISER
AND ACCOMPLISH YOUR GOALS**

Drum Roll Please...

1. Your Creative Is Like A Loaf of Bread

2. You Are Not Your Customer

3. You Have Unrealistic Expectations

- **Harry Dent's 1% Theory**

4. You Can't Tame the Rain

5. Your Product or Service Sucks

6. Your Budget Is Off

- **Let's Talk About Budgets**

7. Your Advertising is Not Like a Light Switch

- **Advertising is Like a Locomotive**

8. You're Taking Shortcuts

9. You Need to Buy Advertising That is the Best Fit

THERE ARE SPECIFIC REASONS WHY ADVERTISING FAILS

If you strategically avoid these traps, you will reap the rewards of a successful advertising campaign.

Knowing why advertising fails is easy, but knowing how to overcome the following traps is difficult.

Knowing the nine (9) reasons why advertising will not work and using it as a guideline to cross-check your advertising efforts is a perfect first step to becoming a better advertiser and accomplishing your goals.

#1: YOUR CREATIVE IS LIKE A LOAF OF BREAD

No matter which medium you are using to advertise, the **creative and messaging** you use is extremely important to the success or failure of your advertising campaign.

Think of your creative like a loaf of bread. If you don't use the right ingredients or measure properly, you will have a loaf of bread that no one wants to eat. When "baking" excellent advertising creative, you must pay close attention, practice, or maybe even hire a professional in order to end up with flaky, buttery, golden brown creative. People's mouths will water at the sight, and you will get "bites."

Just like bread, **advertising creative becomes stale and undesirable.** A baker doesn't make one batch of bread for the year, and an advertiser shouldn't let their creative get too stale either.

Your advertising will not work if you do not have **good creative** from the start, or if you allow your creative to get too worn out.



#2: YOU ARE NOT YOUR CUSTOMER



This is a difficult one; but, when building an advertising campaign, you have to **think like your target audience and not like yourself**. In short, don't buy advertising programs you enjoy if it's not what your customers like.

It's easy to **find out what your ideal customers advertising consumption is like through research**, which is traditionally available from advertising vendors, ad agencies, the internet, and other sources. Also, you can poll your current customers to look for patterns and insights. The data is easy to gather if you know where to look and how to ask for it.

Be sure to **set aside your own personal preferences** to develop a more strategic advertising plan.

#3: YOU HAVE UNREALISTIC EXPECTATIONS

Advertising is not a silver bullet that can cure all of your business's problems overnight. Traditionally advertising takes time, energy, money, and attention in order to become developed and strengthen.

Having expectations that are too high will often leave you feeling defeated. You want advertising to be an investment for your money and not an expense, so you should analyze what your realistic potential return on investment will be for every advertising venture you might do. We can help you with this!

To begin exploring your ROI, first determine how many people your advertising will reach, and estimate how many of those people will become customers. Harvard economist, Harry Dent, has a fantastic theory on this subject called the **1% Theory**. Dent's theory states that 1% of any population is interested in any product or service at any given time.



HARRY DENT'S 1% THEORY: AN EXAMPLE

- If you put your advertising message in front of 1,000,000 people; then 1% (10,000) of them are actually interested in your product or service.
- Let's say your creative is compelling enough to get 1% of the 10,000 interested people to contact you, so you end up with 100 prospects.
- If your average closing ratio for new prospects is 50%, then you are estimating to make 50 sales from this advertising campaign that reached 1,000,000 people.
- Lastly, if your profit from 50 sales is higher than your initial advertising investment, then you are looking at a potentially successful campaign. If it's not...you should maybe reconsider.

You should apply your own numbers and develop an equation more specific to your business, but do not inflate your numbers! **Inflated numbers lead to unrealistic expectations.**

#4: YOU CAN'T TAME THE RAIN

There are some things that are completely out of your control. It's the way of life. Weather, war, natural disasters, and power outages can all have significant effects on an advertising campaign; there is nothing we can do as advertisers to prevent them.

If you move quickly and creatively, you can sometimes capitalize on current events to benefit your brand and advertising efforts. Try to be aware of these factors when measuring the success of your advertising efforts.



#5: YOUR PRODUCT OR SERVICE SUCKS



People are smart. **If they don't want or need what you are selling, then advertising isn't going to magically sell it for you.**

The better and more desirable your product(s) or service(s) is/are, the more likely your advertising will work and sales will be sustainable.

Focus groups, social media polling, and other market research are great resources to determine the desirability and/or necessity of your product or service.

#6: YOUR BUDGET IS OFF

The success of advertising should be based on your return on investment (ROI) and how the campaign helped you achieve your other advertising goals (like brand awareness, traffic, education, etc). Like most businesses, the ROI is probably the most important measurement, and your advertising budget is a bigger ROI factor than you might think.

In advertising, you are able to over-spend and under-spend, which could result in a less efficient advertising investment. **Getting the right budget in place is key** to a successful advertising endeavor.



PAUSE: LET'S TALK ABOUT BUDGETS

What if you have a very small budget for the medium you are buying and only reach a small portion of the right audience (low reach), and the people you do reach only experience your ad once or twice (low frequency)?

- Ideally, you want to reach the maximum possible percentage of your target audience an average of three (3) to seven (7) times within a monthly campaign. **A frequency of three (3) is often referred to as the golden number** and is the minimum amount of times you want a person to experience your ad during a campaign.

You can over invest and saturate an advertising medium by reaching the same group of your target audience too many times with the same piece of creative. You don't want people to get annoyed by your ad, nor do you want it to become obsolete white noise. Hitting someone over the head with the same ad too many times will do this, so either have multiple sets of creative, or divert some of your advertising budget into other opportunities.

#7: YOUR ADVERTISING IS NOT A LIGHT SWITCH...

Advertising doesn't normally work like a **light switch**. Businesses often get blindsided unnecessarily by slow activity because they didn't keep their sales funnel full. They often scramble to put haphazard advertising into the universe hoping that it'll act like a light switch: instantly powering their sales.



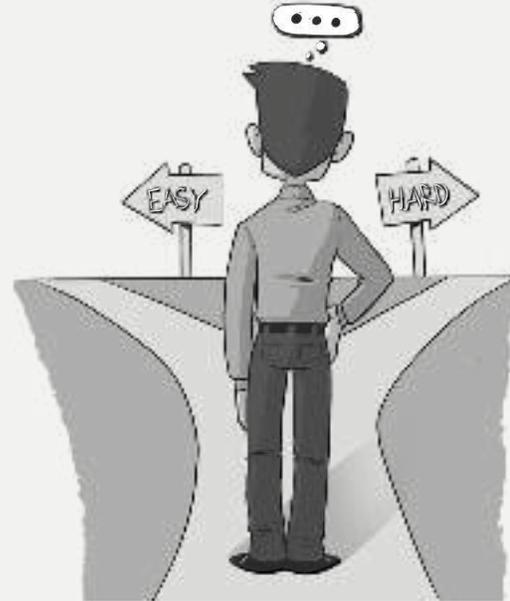
...ADVERTISING IS LIKE A LOCOMOTIVE

Think of advertising like a locomotive. When a train leaves a station it instantly applies massive amounts of power in order to get the entire machine moving forward. Passengers feel the change in inertia, but the train is nowhere near its top speed.

It takes time to get advertising up to an optimal “speed.” Also, like a train, once you get advertising “up to speed” over a length of time, it won’t instantaneously come to a stop if you cut the power. It’ll coast and produce residual growth. **Overtime it will come to a productive halt** leaving you with the need to begin again. Always keep the momentum moving forward. You can slow down the advertising at times to save money and not attract more business than you can handle, but never let it remain stagnant for too long because it’ll take a lot more energy to get it rolling again.



#8: YOU'RE TAKING SHORTCUTS



Advertising takes time and careful planning to work well. If you plan your advertising to the best of your ability, you must give it enough time to work for you. Often times advertisers are eager to get results and tempted to make quick changes to their advertising plan.

When you try to find a short cut, you often add time to your trip. Making adjustments to optimize an advertising plan is important, but you should let a plan stay active for at least three (3) to six (6) months before making a dramatic change. This allows you enough time to more accurately assess your plan and make logical adjustments accordingly.

#9: YOU NEED TO BUY ADVERTISING THAT IS THE BEST FIT

Buy the best medium for your business. Do not buy advertising, or anything for that matter, simply because it says it is the best or number one (1) at something. When determining the best advertising medium to invest in, consider two things:

- Does this company have the capabilities to reach my audience effectively at a cost that will give me a ROI?
- Does the representative of this advertising medium understand and care about me and my business's needs? Partner with companies and people that have the means and desires to help you reach your goals.



GO GET 'EM, TIGER!

Now that you have everything that you need, you can go out and live your advertising dream.

Any questions? Contact Ethic Advertising for a free consultation! We love to talk about advertising :)

