

ADVERTISING CHECKLIST

OVERVIEW:

1. Have you defined your advertising objectives and written them down?
2. Have you developed an advertising strategy?
3. What exactly do you want to communicate to your potential customers?
4. Are communicating buyers benefit?
5. Is the timing right?
6. Do you have a planned advertising budget?
7. Are you prepared for a successful response?
8. Have you asked suppliers about cooperative programs?
9. Have you made sure that your employees are informed of your goals?
10. Have all appropriate employees been familiarized with your advertising and trained how to respond to customers?
11. What is your lead time for ad placement? Some newspapers require only a few days, some magazines require two months or longer.
12. How will you measure the effectiveness of your ad?

SPECIFICS:

1. Does your ad present a central idea or theme?
2. Does your message require a response?
3. Have you told customers where and how to reach you?
4. Is your ad clear and concise?
5. Is your ad consistent with your desired business image?

FILES:

1. Are you keeping files on all aspects of each ad?
2. Where did the ad run? (What were the results?) (Number of sales? Sales increases?)
3. Have you reflected/brainstormed/evaluated?
4. What variables (the economy. competition, etc.) have you targeted for further study?

COMPETITORS AND CUSTOMERS:

1. Are you watching competitors? (If advertisers repeat ad, try to find out why)
2. Are you listening to your customers? (What do they want? What's important to them?)
3. Which media are the most cost effective for reaching your customers?