

The What and When Of Advertising

It does not matter if you have been in business for years or are introducing a completely new brand. It makes no difference whether your business is on line, off line, or operates in a parallel market. It is of no consequence what media type you choose to [market your business](#). The first choice you need to make before creating a marketing campaign for any business is whether you are going to be advertising a What or a When to potential customers.

The what or when decision is the fundamental starting point for all ad campaigns, even in the largest corporations. Executing the principles of what and when have nothing to do with cost. It does not require a huge marketing budget. The reason is based solely on creating an effective campaign strategy that will be fused with the goals and branding of your business today and in the future. The ads will change but the business goals that the campaign is based on will stay the same.

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What is WHEN advertising?

The best way to create an image of “when” advertising is to think about content examples you have been exposed to previously in ads.

Today Only!
Save 30% This Weekend Only!
Buy Now And Save!
Eggs 49 cents This Saturday!
Sunday! Sunday! Sunday!

WHEN [advertising](#) will usually consist of two major elements. There will be some reference to a monetary savings if you buy WHEN the ad tells you to buy.

This type of advertising is usually targeting the price customer. We will talk about customer types in a moment.

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What is WHAT advertising?

Think about the last time you saw an ad in a magazine for Rolex, Diamonds, Mercedes, or other high end merchandise. You will rarely see reference to any sort of saving in these ads. They will not tell you WHEN is the best time to buy a Rolex. WHEN is a time that will be decided by the customer. WHAT marketing is designed around repetition. Keep telling customers what your product or service is and how it will improve their life. Tell them how great your quality, or customer service, is. They may not need what your [business](#) sells right now. There will be a time WHEN they do. They will, more than likely, not be around any [advertising](#) when the desire to purchase arises. Keeping your business, product, or service, fresh in their mind will greatly improve the chances that they buy from you.

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Why do customers make purchases?

There are basically three reasons why a customer will consciously choose to make a purchase from a particular business. Those reasons are Quality, Customer Service, and Price. What kind of customers do you want for your business? This is a very important factor in choosing a WHAT or WHEN marketing campaign. Think about the advertisements that we talked about previously for Rolex, Diamonds, and Mercedes. Out of quality, customer service, and price, which reasons would buyers purchase any one of these products? More than likely the customer perceives these products as having strong quality and great customer service. Price was not really a factor. There is also a good chance that many of these customers are repeat customers. If a business is not growing it is dying. Repeat customers are the only way a

business grows. Obtain new customers while maintaining previous customers.

NOTE: The examples used above were high end businesses. The quality, customer service, approach works just as well with any product or service using a WHAT marketing approach.

The buying habits of price customers are quite different from those who base purchases on quality or customer service. A price customer sees an advertisement for 49cent eggs. They go to the store with a plan so spend the absolute least amount possible. The store is hoping buyers will also pick up some other items at the marked up prices to go along with the eggs. It is a deceptive plan from the onset. These customers are not loyal in any sense of the word, so who cares? They just shop where they think the best prices are. That is the only deciding factor for purchases. Right?

Advertising based on trickery, or bait and switch, are not right for most businesses. You cannot expect to gain a loyal customer from the process. The only time it is really effective is when a business is selling consumable goods like groceries. These goods have to be replenished often so advertisers try to mix it up a bit in order to obtain customer interest in their advertising. These businesses usually have tremendous buying power and make it extremely difficult for small to medium businesses to compete with on price alone.

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What type of advertising is right for my business?

The best way to decide whether a What or When campaign is best for your business is to decide if the majority of your customers will buy from you based on quality, customer service, or price. If low price is your main selling point, a When campaign might be best. If you are focusing on quality or customer service, a what campaign might be the best campaign model.

There is no doubt that the process is complicated to say the least. FirstCliq.com

can help you define campaign options that support your business goals for reputation and desired customer type. We can create an ad campaign for your team to follow. We can also offer our expert hands free service so that you can focus on what is important. Your business.

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