

Ten Tips for Creating Powerful Print Advertisements

The creation of a strong print advertisement can mean the difference between an ad that sells and an ad that flops. Here are a few tips to consider when designing your next print advertisement.

1) Graphic Design is Not Marketing

When choosing a graphic artist to design your advertisement make sure they also have experience with marketing. Just because the ad looks nice doesn't mean that it will sell.

2) Use a Strong Headline

A strong headline is crucial to introduce your business and effectively communicate what you have to offer. If a customer is confused after looking at your ad, then it needs help.

3) Don't Forget Your Website Address

Customers will want to check you out online before they call you or visit.

4) Display Your Phone Number Prominently

Make it easy for someone who is ready to take action to reach you. Place your phone number in large legible print. (Remember to have a voice mail system that works as well.)

5) Include a Call to Action

Don't expect your customers will know what to do. Tell them!
Example: Call Us Today, Save Your Spot Now, Book Your Appointment, etc...

6) Personalize Your Ad with Photographs

Include a professionally photographed portrait as a consistent part of your print campaign. Customers want a relationship with someone they can trust. Your photo shows that you care.

7) QR Codes

Capture the attention while you have it. Use a QR code to share a product video or tour with a prospective client. (Create a QR code here <http://www.tiny.cc>)

8) Use Ad Tracking Links

Track your statistics of paid advertising campaigns. If you are running ads in multiple locations use different ad tracking links to determine which ad pulls the best exposure.

9) Include Customer Testimonials

By including customer testimonials, you provide verification and social proof that you do great work.

10) Utilize a Coupon Design

If you are promoting a coupon, add a dotted line around your advertisement. Customers are always looking for deals. Make your ad pop out as one.