



## **Getting Awesome Advertising Inc. to Work for You with the Top Advertising Methods**

### **Business Cards and Print Materials**

If you're in business to make money, get yourself some decent business cards! These are always your initial introduction and the first impression of your company. Make sure your business looks trustworthy, professional and ready to work. Nothing is worse than handing out a cheap business card to represent you!

Whether you need flyers, business cards, presentation folders, posters, signs, banners, tickets, business forms, labels or stickers, give Awesome Company can create customized products for all your advertising requirements.

### **Magazine Advertising**

Magazine advertising can be quite beneficial to certain companies. Of course this advertising tends to have a higher price tag, but can be quite effective for targeting a specific audience. Again, you have to make your ad stands apart! Whether you are doing simple brand recognition advertising or trying to promote a deal, give us a call to see how we can help you design your ad to make it as effective as possible. Remember the ad rate stays the same whether you get noticed or not. So you may as well spend a few bucks to make sure the ad accomplishes the goal you set forth.

### **Online Advertising**

The World Wide Web is a very powerful tool, not to be underestimated. Depending on your industry, you may have the ability to place within the first page of search engines, if your site is built properly.

### **In-Store Advertising**

Your previous customers are the ones who spread the word about your company. Focus on them. They are seven times more likely to come in to your business than a cold lead, so it's worth your time to advertise to them. They already have shown trust in your company and are comfortable with you. It is important to make sure you can sell everything you can to them. Hit them with banners, signs, displays, posters,

stickers...whatever! Let us know your situation, and we can easily give you a few pointers.

### **Yellow Page Advertising**

Although less and less people are using the big yellow book, it is still recognized as verification of a business's legitimacy. People are using Google and online databases to find businesses more and more; however, there are people who still use the book. It is very important to make sure you are in the Yellow Pages, at least in the free listings. Check out your industry. Call the biggest advertisers and ask how their ad is working for them. The ads are expensive, but can often pay off quite well, depending on your industry. With the ad price being relatively high, you want to make sure you have a killer design. Call us to see what we can do for you!

We perform custom ad design from scratch. Just come in and meet one of our graphic artists! From our experiences in the industry, we have a few tricks up our sleeves to make sure you get the most bang out of your advertising buck.

### **Newspaper Advertising**

Newspaper advertising is great if your target market reads the paper! It is pricey, too; however, it seems to work well for some companies. This is a good way of getting exposure to the general public. The three main papers in Winnipeg are *The Winnipeg Free*, *The Winnipeg Sun*, and Canstar print publications. Again, if you are going to dish out the bucks, make the ad as effective as possible. Call us for design, layout options and promo ideas that work better!

### **Radio Advertising**

Consistency, consistency, consistency. We have heard horror stories from people who have spent a few thousand dollars and had their ad played a few times over a few weeks. Consistency is very important with radio advertising. Radio advertising is usually done for top-of-mind awareness and simple name brand recognition. It is also great for event listings and announcements. Depending on your campaign, radio advertising can be good, but make sure you have the budget for a consistent message. Otherwise, we recommend spending your money somewhere else.

### **Press Release Advertising**

Press releases are great if you have something innovative. They make your company look professional and can get you free interviews on TV or radio slots. If you have a product or service that goes with a current news theme, it may be worth looking into. We can provide you with a professionally written press release. Even if your story isn't that exciting, there are always slow news days that you might get lucky on!

### **Fax Broadcasting Blast**

Faxing is the old school method of spamming! *However* (and a big however), it works very well. People will look at the paper before they recycle it! If it is relevant to them, they will pay attention, if not they simply throw it out. Also, with the mass amount of distribution you are able to achieve over a few days, the cost is very affordable. This has

worked very well for our business and will work well for most. A good design and message are really going to determine your success. We have some tricks that we use, and they work great! Call us to see how we can help you with fax broadcasting. The rates are better than you may think!

### **Direct Mail Advertising**

Direct mail is great! It works well if done properly. With the printing and the mailing costs, it can get pricey. However, it has proven to be very valuable. Depending on your city, your product or your service, we can develop a campaign that will work well for you. You can send directly to certain demographics, areas, specific businesses or even your client database. We have very competitive printing costs, awesome designs and marketing message tricks. At the end of the day, you want your piece to stand apart from the rest of the mail. Give them a reason to read it and then a reason to keep it!

A piece of advice: If you're on a budget, focus on frequency instead of the large numbers. Instead of sending out 30,000 pieces to a large part of the city, send 10,000 pieces out to the same smaller area three times. Each time you will get feedback on how to make your ad more effective. When the money rolls in, increase the area coverage.

### **Tradeshaw Advertising**

Tradeshaws can do wonders with the right strategy. You have to have outgoing spokespeople for this to be successful. I have walked by booths at shows countless times, and the people working are afraid to talk to passersby! If you just paid a few thousand dollars to be there, make sure you have the right people working it.

Tradeshaws are a great way of collecting leads, not only from the guests, but also from the other booths as well. Make sure you have a booth design that is effective and professional, otherwise people will keep walking. Make sure your staff looks professional and are good talkers. Have a prize give away or something that attracts the general visitors to your group. When they sign up for the prize, collect their contact info and send them flyers or emails later on.

If there is good traffic at the show, make sure you look better than the competition and make sure you are approachable! Need help with this? Call us at 786-1166.

### **Video Production**

In store videos and television commercials are a great way of enhancing your brand. It adds an unbelievable amount of professionalism to your business. If you do it properly, with good frequency, the brand recognition can be huge. Call us today to see how our team can help you build your video today. We do have a lot of experience and expertise in this area. We can take care of everything from the video shoots to the editing and finished products. Call us at 786-1166 today to see how we can help you produce your piece of visual art.

### **Online Presence - Website and Google Listings**

Make sure your competition isn't the only option online. It is fairly easy to compete

online without having a massive budget. Websites are a great way of showing off your business, your portfolios, menus, products and services! Include online forms, downloadable coupons, newsletter sign up forms and photos to show off the quality of your business. Make sure your business can be found online. The stats show us how many people are using the Internet instead of the Yellow Pages. Make sure you can be found! We specialize in Google and search engine optimization. Ask us how we can help you today.

### **Email Signature**

Your email signature is something that is a way to make your company appear more professional. Also, it is a great way to promote a new product or service. It really is a little business card of which you should take advantage. Include your logo, your contact information and even a quote or funky promotion. We can design these little signatures for you; just let us know what you're looking for.

### **Wear Your Brand - Custom Shirts/Hats/Sweaters, etc.**

Branded clothing is always a cool technique. Adding to professionalism, it makes your client take you more seriously. Branded clothing takes away from the 'small business' look and right off the bat establishes a form of trust. If you have staff that meets with the new clients, does door-to-door sales, or needs to look like they are part of a large organization, branded clothing may be a viable option for you. Talk to us about how we can help you with this.

### **Free Classifieds**

Websites like Craigslist, Kijiji or social networks like Facebook are great ways of promoting your business. We can get you on these sites and will help add to the advertising mediums you have out there. These can be very beneficial, but like any advertising, you should stay active with it. Facebook is unique in that you can advertise to your friends and family, and in turn, they can help you promote your business. You can send ads, promos, images, specials, printable coupons and even new products and services to your community. Ask us how we can help you with this.

### **Signage**

Signage is something many people underestimate. It is a great ad space that a lot of people don't take advantage of. Did you see our sign outside the building? It's impossible not to notice it! Acquaintances in social circles have often mentioned my sign to my staff and me. Signage simply lets people in your area know you exist. It is reasonably priced and often returns the investment quickly. We can supply and install signage for you, but first meet with us and ask how we can customize your signage to make its impact remarkable!

### **Advertising Co-ops**

Small business and local area businesses often use co-ops. These are groups of businesses working together to share ad space or marketing materials. With good design, co-ops can be very professional and well put together. They allow for a shared advertising cost and large impact. Let us know if you would like to consider this as an option, and we can

partner you up with some of our clients.

### **What's the Conclusion?**

At the end of the day, your advertising budget has to work hard for you! There is no single best way of advertising. Your optimal campaign is going to depend on your audience, how to access them the most frequently and for what price. The best recommendation we can make is to make sure to take advantage of as many advertising mediums as you can, with as much frequency as you can. The more effective you are in advertising your business through a variety of methods, the more effective your advertising will be. It is important to make sure that you have well-thought-out follow-up marketing in place as well.

**Make sure your potential customers can find you!** You should be accessible in at least these key areas:

- 1) A **website** that's easy to find
- 2) **Google business listing**
- 3) **Phone book listings**, even the free ones

Once they can find you, make sure your customers keep coming back! Impress them with your business cards, flyers, email marketing, in-store displays, flyers, thank you cards, and coupons.

How does Awesome Co. compete? Our prices are generally better than our competition considering our quality and speed. We do large volumes and can afford to give affordable pricing to even the smallest businesses. Our print pricing is very economical, especially for the high quality work we do. We are very good at producing advertising materials and have several years of experience. Our client list speaks for itself. Our mission is to make *your* business look awesome so that our business can grow, too, from the elated referrals from our clients.

Call us today at (204) 786-1166 for your free consultation!