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Advertising is an essential part of a business. It is the one that will help the business grow and last longer. It will help you attract more consumers, spread the word about your business, improve your sales and increase your revenue. But for small business owners, Marketing And Advertising may be a lot to take in. There are so many things to worry about such as the huge expense it will take to advertise. And there's also the matter of how to advertise effectively. So for those who are worrying about how to create an effective advertising campaign, here are a few laws that you should abide to.

## 1. Use one message

A high response rate advertisement usually conveys a single message. Your small business advertising and marketing campaign needs to quickly communicate its core message in 3 seconds or less. It's important that your message be simple and compelling at the same time. It has to be understood immediately by the consumers and also be straight to the point.

## 2. Add credibility

It has become human nature to distrust advertising and marketing as well as Marketing And Advertising Agencies so it is important that your advertisement should have real and credible claims. Any claim made in your advertising which your customer does not perceive as the truth is a horrible waste of ad dollars. Sometimes you have to provide proof in terms of statistics, research findings, and case studies.

## 3. Test everything

Large businesses have a greater margin to waste capital and resources without testing their advertising and marketing. Small businesses, however, do not have and cannot afford to have this kind of this luxury. So use coupons, codes, and specials to measure the headline, timing, and placement of you advertisement. Test only one item at a time and one medium. Testing doesn't necessarily have to be extravagant. It can be as simple as asking every customer for several weeks how they heard of your business.

## 4. Be easy to contact

Every single brochure, box, email and all company literature should have full contact information including: website, email address, phone and fax numbers, and company address. In order to turn potential consumers into actual buying consumers, you have to make it easier for them to contact you. And you can do this through effective advertising that includes all your contact information.

## 5. Match ads to target

Effective advertising speaks to one target market only. So it's also important that you tailor your advertising and marketing to each market. Focus the message to the target group and make sure that you place it in the right area. For example, an advertisement for losing weight should be in women's magazines.

## 6. Create curiosity

Successful advertising and marketing does not necessarily have to sell a product or service

immediately. Instead, create advertisements that are able to generate the interest of the consumers and make them want more information. The most important part of an advertisement is its "call to action". This is what separates effective ads from terrible ones.

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