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The Local Answer - Our advertising works, we know because our customers tell us!
by Jack Cooper

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Our Advertising works, we know because our customers tell us!

Here at the Local Answer we pride ourselves on distributing a magazine that generates business for clients. We understand advertising, and we know how important it is for every company; brand new or established.

If youâ€™re still unsure why advertising is so important, heres 10 different reasons:

For more information on rates, sizes & distribution areas head over to

The Local Answer Website

Advertise to Reach New Customers.

The market changes constantly, no matter what your business. New families in the area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. The shopper who wouldn't consider your business a few years ago may be a prime customer now. Remember...20% of families will move this year, 5 million people will be married and 4 million babies will be born*.

Advertise to Remain With Shoppers Through the Buying Process.

Many people postpone buying decisions. They often go from store to store comparing prices, quality and service. Advertising must reach them steadily through the entire decision-making process. Your name must be fresh in their minds over your competitors when they ultimately decide to buy.

Advertise Continuously.

Shoppers & customers don't have the company loyalty they once did. You must advertise to keep pace with not only your local competition, but also the bigger national competition. The National Retail Merchants Association states: "Mobility and non-loyalty are rampant. Stores & companies must promote to get former customers to return and to seek new onesâ€•.

Advertise to Keep a Healthy Positive Image.

In a competitive market, rumours and bad news travel fast. Advertising corrects misleading gossip, punctures "overstated" bad news and re-builds any superficial damage created. Advertising that is vigorous and positive can bring shoppers into the marketplace, regardless of the economy, which in the long-term will ultimately benefit you.

Advertise Because it Pays Off Over a Long Period.

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising. A five year survey of more than 3,000 companies found...Advertisers who maintain or expand advertising over a five year period see their sales increase an average of 100%. Companies, which

cut advertising, averaged sales decreases of 45%.

Advertise here now

Advertise to Make More Sales.

Businesses that succeed are usually strong, steady advertisers. Look around. You'll find the most aggressive and consistent advertisers are almost invariably the most

successful in your area. Keeping an advertisement fresh in the minds of the customers will undoubtedly increase sales chances.

Advertise to Generate Store Traffic.

Continuous store traffic is the first step toward sales increases and expanding the number of shoppers in your area. The more people who view your advertisements, the more possibilities you have to make sales and sell additional merchandise. In store, for every 100 items that shoppers plan to buy, they make 30 unanticipated "in the store" purchases, an NRMA survey shows.

The Eye provides both online advertising via its website as well as published advertising via its magazine.

Advertise Because Your Competition is advertising.

There are only so many consumers in the market who are ready to buy at any one time. You'll need to advertise to keep regular customers and to counterbalance the advertising of your competition. You must advertise to keep your share of customers or you will lose them to the more aggressive local & national competitors.

If youâ€™re not advertising, youâ€™re not in the game.

Advertise to Maintain Employee Morale.

When advertising and promotion are suddenly cut or cancelled, salespeople may become alarmed and demoralized. They may start false rumours in an honest belief that your business is in trouble. Positive advertising boosts morale. It gives your staff strong additional support.

On top of this, it also increases customer morale. Regular advertisements noticed be a pleased customer will reinforce positive opinion and increase the chance of them returning.

Advertise because there is always Business to Generate.

Even the slowest days produce sales when your advertising is in the public mainstream. As long as you're in business, you've got overhead to meet and new people to reach. Advertising can generate customers now...and in the future.

The Local Answer is a printed publication distributed monthly to over 52,800 homes in the East Cleveland & North East area.

The Local Answer is guaranteed to increase sales chances for any client who takes up advertising.

Established businessâ€™ need our service to maintain the high expectation levels from customers & brand new businessâ€™ need our help getting there name out their to the masses and their company up off the ground.

For more information see our website for more details.

All details are correct as of 30th November 2011

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Jack Cooper - About Author:
The Local Answer knows advertising, our sales team have years of knowledge and can help you receieve the business you deserve.

I (Jack Cooper) am an apprentice working for Local Answer and my current job is SEO for the websites.
I hope you will approve my article and i hope you can head over to oursite and check out what we have to offer!

www.local-answer.co.uk

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