

Originally presented on behalf of the Highland Park (IL) Chamber of Commerce, January 2008. A video of this presentation is being prepared for online posting, or call to receive a copy on DVD.

OUTLINE: This program and others can be brought to your networking group, chamber or service organization. Presentations can range from 15 to 1 hour, with extensive, individualized Q&A.

“First Dollar” ad spending

After 15 years in local advertising, I am convinced that if an advertiser uses only one medium, it should be cable TV. Why? Because of what I like to call the “mnemonic effect.” The marriage of images—even still images—with sound makes a quick, deep and lasting impression. This can be ramped up further with custom music and special effects.

But the basic impression of an advertiser’s name on the viewer’s memory is as simple as teaching a youngster to sing a nursery rhyme. Add to that the ability to display your message with just the right audience, and you have the single most powerful opportunity for branding your company. Yes, it takes time; and yes, it takes persistence. But alone or coordinated with other media, cable TV advertising gets you where you want to go sooner and more economically.

- How to calculate cost per thousand
- How to read a rate card
- What’s negotiable, when to quit
- Free art vs. fee art
- Free publications vs. subscription pubs
- Being in a safe environment
- New technologies—time to collect email addresses
- How to track results--realistically
- What does your “offer” actually cost you?
- Value of missed opportunities
- Credibility of media
- Co-op advertising
- vCard and downloadable company information
- Professional photography
- Copyright issues
- Understanding commissions
- Specificity as a key element in all campaigns
- Why your ads look so bad

Contact Wordspecs today to discuss our recommendations for your developing a cost-effective, efficient Media Plan in the greater Chicagoland area. We welcome inquiries especially from owner/operators, business looking to extend their brand as well as non-profits from around the country. We specialize in logo development, and offer a 20% discount to non-profits.

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Ms. Barry been interviewed in the Chicago Tribune and on CLTV and has been a featured speaker at programs for the Antioch and Highland Park Chambers of Commerce and the Independent Writers of Chicago, among others. Her current presentation, “Fat Free Advertising,” will be offered throughout Chicagoland in 2010. She was recently the guest of CEOs for Cities at their national meeting in Chicago.