

4 steps to creating an ad campaign that works

by Terrie Goldstein, publisher



Hudson Valley Parent:
Connect your business
to a powerful consumer

hvparent.com

1 First determine what is of interest to your customers. What do customers want? For example for a child care council, parents may be looking for qualified child care in one easy step. That is called a “benefit” headline.



Hudson Valley Parent:
Connect your business
to a powerful consumer

2 Once you have determined what you offer that your customers want, create a headline that meets this customer's need. In the example of the child care council say:



**One phone call to
find the best child
care options for
your child**

Hudson Valley Parent:
Connect your business
to a powerful consumer



3 Now list no more than 3 points (although larger ads can include more) that you will include in your ad. Continuing on the child care theme, it may be:



One phone call to find the best child care options for your child

- Free service for all parents
- You get a complete up-to-date list based on your needs
- All providers are certified so they have been trained to provide quality service



Hudson Valley Parent:
Connect your business
to a powerful consumer

4 Now, include your logo, large phone number, plus address and website.



One phone call to find the best child care options for your child

- Free service for all parents
- You get a complete up-to-date list based on your needs
- All providers are certified so they have been trained to provide quality service

Daycare for Kids
845-123-4567

123 Main Street, Anytown, NY; DaycareForKids.com

Hudson Valley Parent:
Connect your business
to a powerful consumer



Other points to consider:



Hudson Valley Parent:
Connect your business
to a powerful consumer



Q Do you need a graphic or a photo or photo in your ad?

A. A photograph is an attention-grabber, but it must be a crisp, clear photo, not blurry. Also, make the photo as large as possible. A postage-stamp size will not give the impact you want. Your photo should convey a message: Happy kids. Smiling grandparents. Make sure your photo supports your “story.”



No photo? Then use a graphic.



Hudson Valley Parent:
Connect your business
to a powerful consumer



Call Now

Q How important is color to my ad?

A. Everything we see in this world, for most of us, is in color. We use the color of everything around us to define what we like and what we don't. So use color. You'll get a great return for your investment.



822 Gardnertown Farm Rd.
Newburgh, NY 12550
(845) 564-6658

Summer Riding Program 2011
2 week half-day program includes:
CARE • GROOMING
BARN SAFETY & HORSEMANSHIP

- Session hours: 9:00am - 12:00 noon
- Rates: \$400.00 per session
- All ages • Grouped according to age and ability

ENGLISH RIDING LESSONS • POLO LESSONS

We make learning fun!



- Small class sizes, flexible scheduling
- Ages 2½ to 5 years
- Computers, art, movement, music and Spanish

845-427-2711
Hamptonburgh Area Nursery School
2815 Route 207, Campbell Hall, NY

Hudson Valley Parent:
Connect your business
to a powerful consumer



Q How large does my ad have to be to get a response?

A. It all depends...how do you like that for sitting on the fence.

Here are some of the rules I abide by:

1. If your ad is going on a very busy page then buy the largest ad you can afford. If you cannot afford a large ad, then wait until you have the budget to do so. And be sure to include a lot of white space in your ad. We call that space “breathing room.”



Hudson Valley Parent:
Connect your business
to a powerful consumer

2. If your product or service is relatively expensive, then a larger ad is required to make your company appear to be worth using.



Hudson provides access to great, local health care for residents of the Hudson Valley.

Hudson Health Plan
TM
0322.200908 | ©2009 Hudson Health Plan.

your health matters

Call 1.800.339.4557 or visit us online at www.hudsonhealthplan.org.

Hudson Valley Parent:
Connect your business
to a powerful consumer



Q If I can only afford a small ad, how can I design it to make it work?

A. The points included are true of any size ad, but especially for the smaller sizes. Offer something the customer can't refuse. For example, I work with an educational consultant. I suggested she offer a free, one-page download to help parents teach their kids to read. The parents who respond to this offer are those who would be excellent targets for this service.



Hudson Valley Parent:
Connect your business
to a powerful consumer

**Get your FREE copy of the
10 Best Tips for Helping Your Kids Read**
from reading expert Lucy Smassanow
Just email Lucy at la.smassanow@yahoo.com
Include the words "FREE Reading Tips"
in the subject line.

**Great resource for
parents who are
homeschooling.**

**Smassanow
& Associates
Educational
Consulting**

845.807.7884
40 Forest Road, Woodbourne, NY
LucySmassanow.com

LAST PIECE OF ADVICE

The ad should be created in a

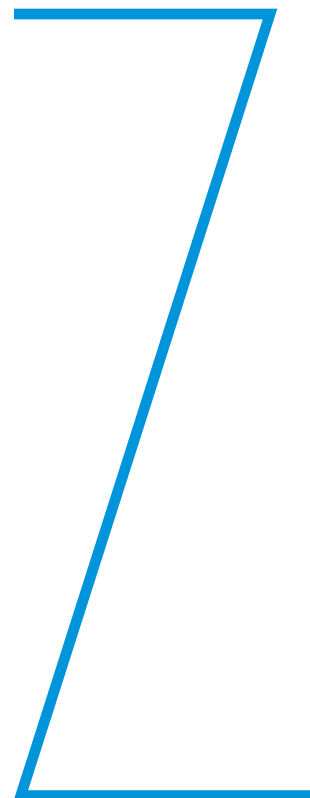
Z
format

Hudson Valley Parent:
Connect your business
to a powerful consumer



1 The top horizontal line of the Z is the headline

The Many Faces of Happy Children



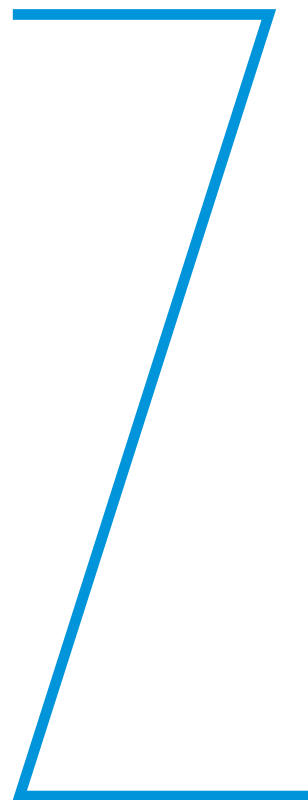
Hudson Valley Parent:
Connect your business
to a powerful consumer

2 The downward line is the space for the listing of the products and services you offer and photos or illustrations.

The Many Faces of Happy Children



- Beginning at 6 weeks
- Reasonably priced
- 6:30am - 6pm
- Licensed & insured
- Friendly staff
- Huge outdoor play yard
- Schedules based on your needs
- Month-to-month contracts available



Hudson Valley Parent:
Connect your business
to a powerful consumer



3 The bottom horizontal line of the Z is room for logo, phone number, address and website.

The Many Faces of Happy Children



- Beginning at 6 weeks
- Reasonably priced
- 6:30am - 6pm
- Licensed & insured
- Friendly staff
- Huge outdoor play yard
- Schedules based on your needs
- Month-to-month contracts available

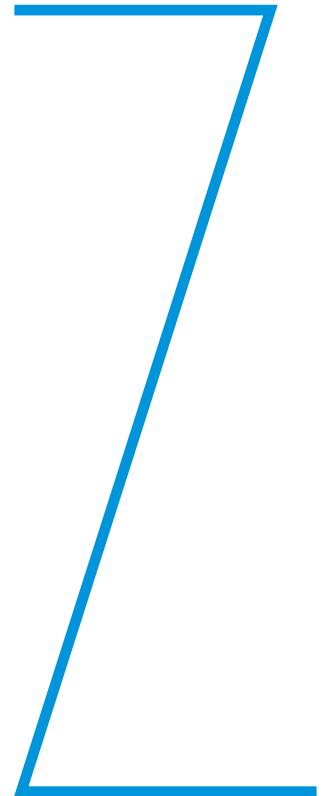
The Ivy League Preschool I

2342 Rte. 32, Cornwall
845-534-0164

The Ivy League Preschool II

262 Windsor Hwy (Rte. 32), New Windsor
845-568-6044

theivyleaguepreschool.com



Hudson Valley Parent:
Connect your business
to a powerful consumer

Remember: don't place your company logo on top of the ad where the benefit headline should be.



Sunny Kids Daycare

- Before and after school care
- Certified Teachers
- Kids ages 6 weeks to 4 years



Sunny Kids Daycare
123 Route 123
Anytown, NY 11111

Before

Create a schedule that works for you

- Before and after school care
- Certified Teachers
- Kids ages 6 weeks to 4 years



Sunny Kids Daycare
123 Route 123
Anytown, NY 11111



After

Hudson Valley Parent:
Connect your business
to a powerful consumer



Following these
simple tips
leads to
business growth.

HUDSON VALLEY
Parent

Call us for additional
marketing tips.

845-562-3606

hvparent.com



Hudson Valley Parent:
Connect your business
to a powerful consumer