

# WINNING

## ADVERTISING & PR

# CAMPAIGNS

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### MAXIMIZE ADVERTISING EFFECTIVENESS

- Concentrate your efforts.
- Run ads consistently.
- Brainstorm for great headlines.
- Use eye-appealing graphics.
- Work with easy-to-read typefaces.
- Make an offer that can't be refused.
- Be as concise as possible.

### TRANSFORM MESSAGES INTO IDEAS THAT SELL

- Know your product or service.
- Know your customer.
- Write living copy.
- Stress benefits.
- Differentiate yourself from the competition.
- Be creative.

### DEVELOP POWERFUL WRITING SKILLS

- Show genuine sincerity and concern.
- Be conversational.
- Use shorter words whenever possible.
- Use short sentences.
- Express ideas simply.
- Stay high on human interest.
- Avoid being abstract.
- Go with action verbs.

### USE AN INTEGRATED MARKETING APPROACH

- Take careful aim.
- Analyze your customer database.
- Integrate marketing and sales.
- Periodically assess effectiveness.
- Use multiple tactics to get the word out.

### GET YOUR TARGET AUDIENCE TO TAKE NOTICE

- Deliver useful information.
- Use attractive and consistent design work.
- Employ snappy visuals.
- Entice with headlines.

### CAPITALIZE ON PR

- Create news.
- Find a hook.
- Present information in a new and fresh way.
- Understand reporter's needs and help them.
- Use editorial calendars to time stories better.
- Build relationships with journalists.

### MAKE YOUR WEBSITE WORK FOR YOU

- Have a snappy home page that's easy to navigate.
- Provide fresh new information and update regularly.
- Avoid the temptation to put your brochure online.
- Take advantage of the web's 'way cool' potential.
- Provide useful links.



## The Last Word

### *Other Representative Topics:*

Improving Interpersonal Communication; Understanding Intercultural Communication; Top Notch Customer Service; Surefire Sales & Negotiating; Leadership & Communication in the Workplace; Communicology: Communication for Healthcare Professionals; Red, White & Blue: The Spirit of America

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