

Make the Most of Your Print Advertising

What you do in print can mean the difference between success and failure. Check every ad using the following criteria:

A checklist for effective ads

- **Avoid confusing the reader.** Mention your offer (or the main message) in the headline and re-state it at least once more in the ad copy. Today's attention span is short, and you increase your chances of clear communication when you repeat the most important message.
- **Be unique.** Create a visual identity, including color combinations and icons, and maintain it in all advertising.
- **Use testimonials.** This will add to your credibility. People put more faith in what your customers have to say about you than what your ad has to say about you.
- **Don't forget the "call to action."** Tell readers what you want them to do – send for a free brochure, pick up the phone to request a free report or go to your Web site. Always include your physical address, directions, phone number, e-mail and Web site to make it easy for prospects to respond.

Squeezing more mileage out of your advertising

Once you have committed a budget for print advertising, follow these suggestions to maximize your marketing dollar:

- **Go beyond ad placement.** Make your investment a listing and closing tool. For example, use the magazine's deadlines for ad copy to negotiate extending a listing, or to create a sense of immediacy to close a listing agreement.
- **Communicate value-added benefits to the seller.** Examples: Homes & Land gives sellers exposure through outside rack distribution in high traffic areas, direct-mail distribution to pre-movers, Internet exposure, and FSBO programs.
- **Provide sellers with copies of the magazine.** Mark comparable homes to get them thinking more realistically about their pricing strategy.

Advertising doesn't have to be a guessing game. We can help you make the most of your print advertising and direct mail efforts.

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