

## Strengths of print advertising

With all of the choices in marketing vehicles, some agents wonder about the viability of traditional print advertising.

And yet, survey your local market and you'll see that the top producers are usually the ones that are most often in print – and we don't mean classified ads! There are four reasons most real estate agents spend the majority of their advertising dollars in full color pictorial magazines:

**1 – Availability.** How often has a buyer come into your office armed with a Homes & Land magazine? That alone is one of the greatest testimonials for print advertising.

**2 – Believability.** Studies show the printed word still has the highest credibility, whether advertising or editorial.

**3 – Memorability.** You've heard the advice that consumers must be exposed to a message three times before it affects their behavior. By virtue of its permanence, print capitalizes on repeat exposure – something that's hard to get (and expensive) with broadcast media.

**4 – Flexibility.** Print advertising can stand alone or work in conjunction with radio, television or electronic media. An example: "See our ad in this month's Homes & Land Magazine."

Successful agents and brokers carefully choose visual elements and copy to make their ads more effective:

### VISUALS

- Always use graphic elements that relate to the copy. Examples: bricks, landscaping and fences can communicate "home."
- Choose photographs that can be a dominant feature in your ad. Because of television and computers, today's readers seek visually stimulating advertisements. Don't disappoint them.

### HEADLINES

Aside from an eye-catching visual, nothing attracts a reader like a good headline. In his book *Ogilvy on Advertising*, David Ogilvy states, "On average, five times as many people read the headline as read the body copy."

Increase readership by making the headline:

- address the reader directly
- refer to a specific problem or desire
- offer a specific benefit
- offer something new

### DEFENSIVE MOVES

In the last economic downturn, marketing guru Robert W. Bly, wrote: "Marketing done today begins a selling cycle that will result in new business when you need it six months from now."

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