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Getting the Most Out of Your Ad Campaign

With proper testing, education and methodology you too can be guaranteed results from your advertising.

Is it possible to guarantee results from advertising? If you approach advertising as a science instead of an art results are fairly predictable.

The first tangible Return from an Advertiser's money, when invested in Space, Is an Inquiry about their product That Inquiry may be verbal to a Clerk over the counter, or-it may be by Mail, in a written, stamped, and posted letter.

In today market it is easier to get someone to fill out a form online or send an email than it is to get him or her to go to a store and talk to a salesperson.

Now it may take twice or three times as much Conviction in Copy to make a Consumer write an Inquiry for goods, and post it, as it would have taken to make that same Consumer inquire verbally for the goods advertised, when passing a store that should sell them.

The ad which pulls consumers into retail outlets must be as full of influence as profitable mail order advertising. The consumer must be fortified against substitution.

Therefore, the Advertisement which sends Consumers to Retailers, should be as full of Conviction as the successful Mail-Order Advertisement, in order to fortify that Consumer against substitution, Don't keep it, and Here's-something-better.

Because, if the Advertisement fails to thus fortify the Consumer with "Reason-Why" and conviction, it may simply send him to the Retail Store to be switched on to a competing line of goods with which the Retailer is heavily stocked, or which his Clerks favor the sale of in preference to ours. In that case the Advertising we pay for would sell goods for our non-advertising competitors. Half the money spent to "Keep-the-Name-before-the-People" results to day in this substitution of non-advertised articles for the articles advertised through General Publicity or branding.

In contrast to branding "Reason-Why Advertising" or Salesmanship-on-Paper, results are insured and far more predictable. Consumers need only be convinced one time, through "Reason why advertising" or "Salesmanship-on-paper," the product or service is best for them and their use.

But, with "Reason-Why" Salesmanship-on-Paper, results are insured and far more cumulative. Because, a Consumer need only be convinced once, through "Reason-why" or "Salesmanship- on-paper," that the article is what he should, for his own sake, buy and use.

We also help his imagination to find and recognize, in the article advertised, the very qualities claimed and proved for it in the Copy. These qualities he might never have discovered for himself, nor appreciated if he had casually discovered them, in a mere Curiosity purchase.

Advertisers who uses mere "General Publicity" or branding when they might have all that and, in addition, a positive Selling force combined with it is losing 50 percent to 80 per cent of the results they might have had from the same identical media space. Selling tests made on various kinds of Copy and Mediums have proved this for Reason Why, which are the Heart and Soul and Essence of all good Advertising.

The difference in Results from Space in which this direct selling force of "Reason-Why" has been used, and in results from similar space filled with "General Publicity," is often more than 60 per cent. Conclusive tests on Copy have clearly proved this, and preceding article cites a vivid example of it from actual experience

Dennis Gartland is an expert at advertising on the internet you can visit his site to learn more about his [advertising agencies](#) Click here for information on [Search Engine Optimization](#)

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