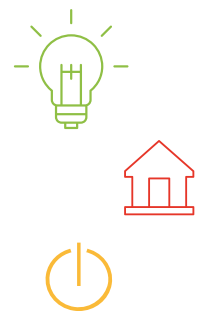


FACT SHEET

Media Outlets and advertising

Quick Summary

- Advertising can serve many different purposes - not just simply to increase sale figures
- There are many advertising materials to consider, each with the potential to be extremely lucrative
- It's essential to think about your audience when engaging your business in promotional advertising. Failure to do so could mean wasted money
- Always review your advertising efforts regularly. If you don't, you could be wasting money on advertising that isn't even working



Introduction

Advertising is an important component of your marketing strategy. The aim is to promote your business and communicate the information you want to send to your intended audience, usually with the aim of increasing sales or brand awareness.

Advertising can be anything from your shop sign or a website, to an advertisement in a trade magazine or a 30-second radio slot.

Advertising can provide:

- Basic information such as your contact details and website address
- Increased sales by telling potential customers about your product or service
- Increased short-term sales with a specific one-off message - informing people of a special offer or a particular benefit of your product
- Prompt a call-to-action - perhaps getting customers to visit your premises or website or use a discount voucher by a specified time
- Change to people's attitudes and perceptions of your business

Local advertising

Advertising locally can benefit any business, especially small businesses and sole traders. Local advertising could include:

- Leaflet drops
- Supermarket boards
- Postcards in shop windows
- Advertising space rented at railway stations, bus stops or on buses, roundabout islands, leisure centres or doctors' surgeries

- Local organisations' newsletters, fete programmes and parish magazines
- Local and regional newspapers, magazines and directories

In simple terms, think of your local area and highlight the areas that get the most 'human traffic' in and around it. The more people around, the more your advertisement will get noticed.

Think about your audience

Diving headfirst into advertising streams could spell disaster as you waste money on useless promotional materials. You need to take some time and think about your audience. Try and put yourself in their shoes and as that person, ask yourself questions. What clothes stores do I shop at now? What radio station would I listen to? Where do I spend most of my time in town?

With these questions you'll soon start to narrow down what advertising would work best for your target audience. For example, if your target audience is 18-25 year olds who like rock music, then playing your advert on a local classical radio station is going to receive a luke-warm response at best.

Tunnel-visioning on a single type of promotional item is risky – if it goes wrong, you've got no fall back. Furthermore, with this new found target audience knowledge, you might realise that adopting multiple different types of advertising might be a good way to capture their attention.

Review, review and review

Similar to any aspect of your business, if you don't review and monitor the progress, then how do you know if it's working or not? Choosing to ignore the reviewing step could result in your business wasting money on advertising materials that aren't even working in the first place.

Local media outlets

Radio Stations

www.bbc.co.uk/lincolnshire
www.lincsfm.co.uk

Online News

www.thelincolnite.co.uk
www.lincolnshirelive.co.uk

Newspapers

There is an alphabetical list of local newspapers below:

Bourne Local - www.bournelocal.co.uk
 Boston Standard - www.bostonstandard.co.uk
 Boston Target (Wednesdays) www.thisislincolnshire.co.uk/boston
 East Coast Target (Wednesdays) - www.thisislincolnshire.co.uk/whereyoulive/eastcoast
 Gainsborough Standard - www.gainsboroughstandard.co.uk
 Gainsborough Target (Fridays) - www.gainsboroughpeople.co.uk
 Grantham Journal - www.granthamjournal.co.uk
 Grimsby Telegraph (Mondays to Saturdays) - <http://www.thisisgrimsby.co.uk/>
 Horncastle News - www.horncastlenews.co.uk
 Lincolnshire Echo - www.thisislincolnshire.co.uk/home

Louth and the Wolds Target (Wednesdays) - www.louthpeople.co.uk
Louth Leader - www.louthleader.co.uk
Mablethorpe & Sutton Leader - www.louthleader.co.uk
Market Rasen Mail - www.marketrasenmail.co.uk
Scunthorpe Telegraph (Thursdays) - <http://www.thissscunthorpe.co.uk/>
Skegness Standard - www.skegnessstandard.co.uk
Sleaford Standard - www.sleafordstandard.co.uk
Sleaford Target (Wednesdays) - <http://www.thisislincolnshire.co.uk/>
Spalding Today - www.spaldingtoday.co.uk
Stamford Mercury - www.stamfordmercury.co.uk

Direct Marketing

There are lots of ways to market your business, however it is worth pointing out a few legal issues. Direct marketing is any unsolicited contact your business makes with existing or potential customers in order to generate sales or raise brand awareness.

For many businesses, it's by far the most cost-effective form of marketing. From direct mail and leaflet drops to telemarketing and email marketing, it allows you to target customers with greater accuracy than any other method.

However, if you fail to put in the effort during the preparation stage, then there is a high chance your direct marketing will fail. If you are to make the most of your investment and get the response rates you want, then it's vital you put in the effort to make sure you are targeting the right people with the right advertisements.

It is crucial that you do not contact individuals who have decided – and made you aware - that they do not want to receive direct marketing mailings. This will leave a sour taste in their mouth and could promote some bad press for your business.

A few other things to consider are, if you are gathering, storing or using information about customers, potential customers or suppliers, you must comply with the Data Protection Act 1998.

Before you communicate by telephone or fax telephone, if you do not already have permission, you should check if they are registered with TPS or FPS.



Trade Shows and Exhibitions

Trade shows and exhibitions are specialist market places that allow exhibitors to promote their products and services, reach new customers and generate new sales. They are also very appealing for visitors because they can easily check out a wide variety of businesses in a small amount of time. Plus, meeting face-to-face is always more efficient than through email or on the company website.

At their most effective, trade fairs can be an important promotional tool for your business - a chance to demonstrate your product or service to customers face-to-face and a chance to find out what your potential target audiences want. Trade shows are also the perfect opportunity for networking. Get your name and face out there, and make sure you are unforgettable. Remember, at trade shows it's not only the business on display, it's the team.

As well as buyers and sellers, trade fairs can attract journalists, media, politicians and other 'movers and shakers' in particular fields. Putting in the effort beforehand and placing your best foot forward could have a huge impact on your business. It can also be a good idea to invite your existing customers to visit your stand too, as face-to-face contact can revitalise relationships that exist mostly through email or on the phone.

Attending trade fairs abroad, either as an exhibitor or a customer, can be an excellent way to test and open up foreign markets and find new suppliers. If you're thinking of exhibiting, it's a good idea to make an exploratory visit first, in order to make contacts, do some research and see the competition. You should then be well placed to find the right fair and position your business effectively.

At their least effective, trade fairs can be an expensive waste of time. Make sure you know what you want to achieve in order to make the most out of the opportunity to exhibit.

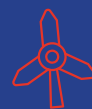
Useful Links:

- Have a look at the guide to **marketing and advertising law** on the Gov.uk website
- Before sending unsolicited marketing emails check you understand the Regulations on electronic communications. See the guide to **direct marketing** on the Gov.uk website
- Trade shows - Help is available from the local Chamber of Commerce and **UKTI**



Need more support?

Get in touch!



For more information visit www.businesslincolnshire.com where you can request support from one of our advisers by filling in the online contact form.



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businesslincolnshire@lincolnshire.gov.uk