

# SECONDLOOK

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This week, take a second look at...

## Tips for Creating an Effective Ad Marketing Sheet

**Creating an Effective Print Ad**

Advertising is an investment. Whether your goal is to sell a particular product or increase awareness of your business, it is important that consumers see, and respond to, your message.

**To attract more attention to your ad, be sure to include the following elements:**

- Attention-grabbing headline
- List of benefits (instead of features)
- Good copy and "white space"
- Compelling image
- Points of differentiation between you and your competitors
- Strong call to action

**To measure the results of your print ad, include one of these trackable options:**

- Include a coupon**
  - Offer an enticing discount and include a specific code on the coupon so it is trackable.
  - Include an offer that says something like "Take 10% off and receive a 10% discount."
- Include a QR code**
  - Show those users who scan the QR code to receive a special offer or to learn about the product or service.
- Use a subdomain website address**
  - Drive traffic to a specific page on your website that is only promoted through your print advertising.
- Designate a phone number**
  - Assign a specific phone number, or extension, to the offer in your ad to track responses.
- Reward a Facebook "Like"**
  - Offer a gift or discount to those who "Like" your Facebook page. Continue to provide exclusive offers to Facebook fans.

For more information about ad design or ad placement, contact [contact info]

Advertising is an investment. Whether your client's goal is to sell a particular product or increase awareness of their business, it is important that consumers see, and respond to, their message. Share these important tips with them to help attract more attention to their ad.

**Download** this customizable flyer.



For more tips like this, call the Sales & Marketing Hotline at (717) 703-3041 or contact Jane Hungarter at [JaneH@pa-news.org](mailto:JaneH@pa-news.org).