

IN THIS ISSUE

Key Components
That Make A Successful
Ad Campaign

PAST ISSUES

[click here](#)

[PDF files of past newsletters
are now available at this link.](#)



Food For Thought

“Give the public everything you can
give them, keep the place as clean
as you can keep it, keep it friendly.”

- Walt Disney

visit Mark's profile at



Mark Palazzo
Publisher of
“Will Work For Food”
425.931.3440

YourCreativeMark.com

Will Work For Food

Key Components That Make A Successful Ad Campaign

I was recently commissioned to design an ad campaign for Integrity Orthotics in Arlington, Washington. This client focuses on the production of biomechanically precise, custom-crafted orthotic devices.

The goal of this campaign, as with most ads, is to compel the customer to choose your product over the competitor. With any product a doctor prescribes, cost and customer service is high on the the list of customer expectations. Integrity Orthotics' customers, podiatrists, are no exception.

The ad I designed was published in the September 2010 issue of Podiatry Management Magazine. The campaign will run throughout this year and into 2011.

[\(click here to see all \(3\)three ad designs\)](#)



jump ship

For a limited time, new accounts receive a **20% orthotic discount** for their first 3 months.

We really mean it. This offer may seem too good to be true, but we want you to experience our superior quality, guarantees, customer service and turnaround times.

As much work as you choose to send in your first three months will receive a 20% discount. This opportunity won't last long, so call us right away!

100% SATISFACTION GUARANTEE

866.678.4652
www.integrityortho.com | **integrity**ORTHOTICS
honest people. honest answers.

Continues 

I have held my ad design up to 6 distinct standards for ad effectiveness:

1. Does it have an eye-catching headline?

Do not over estimate “short and sweet”. The headline should get attention quickly and pull the reader into the rest of the copy.

2. Do the images tell a story?

Is it the right story you’re looking to tell?

A photo or illustration can instantly spark emotion in the reader. Remember, you want to stand out from the sea of other advertising. Keep in mind the whole ad needs to “breathe”. In other words, keep it clean and easy to read. Remain within the companies established brand. If you have not established your brand, you should not be advertising yet. [For my thoughts on branding, visit this link to the March 29, 2009 issue that talks about Three Brand Identity Myths That Will Bring Your Business Down.](#)

3. Is there a compelling offer?

Have copy that acts as a sales representative from your company. Your copy is playing a sales function, delivering features and benefits. In Integrity ad, there is a clear discount for new accounts with a 100 percent money-back guarantee for superior quality, customer service and quick turnaround time.

4. Is the customer called to action?

The Integrity ad instructs the podiatrist to “call right away”. The ad doesn’t leave it up to your imagination to decide what step to take next. It tells you flat out.

5. Is there a way for customers to respond?

This ad has a big, visible 800 number for the podiatrist to call. Easy to find. Easy to read.

6. Is there a tracking tool?

Integrity Orthotics has a unique phone number so they know exactly what ad the new accounts are coming from.

Calls generated to this number tell Integrity:

- If the ad is compelling and if the publication is pulling its weight.
- How much revenue is generated by new accounts gained from this particular ad

Another tracking tool is to offer a coupon code or promotional code for a discount, free item or reduced/free shipping. A small discount in exchange for tracking new accounts gained through one campaign is a minimal expense.

Your ultimate goal is to communicate your message quickly, before the reader moves on. Sticking to the above key components will ensure the highest return on your investment. In this tough economy every dollar counts. Over time, with a well designed campaign, your brand will also gain traction in your particular market place.

Subscribe to this newsletter: [click here](#)

visit Mark’s profile at



Mark Palazzo
Publisher of
“Will Work For Food”
425.931.3440

YourCreativeMark.com