



Testing Your Advertising Idea

Is that great advertising idea really going to be the one to increase your sales? Test your concept before pursuing that ad campaign for your business.

If you want to turn your ad strategy into sales, evaluate your idea from every possible angle. Is your campaign a fresh angle or a tired approach?

Many campaigns fizzle because they try to play on old ideas. Grab a potential customer's attention from a new perspective. You'll be putting your heart and soul into starting this campaign so make sure the idea's one you'll want to live with in the long run.

How's the market for your campaign?

You wouldn't want to sell snow shovels in Florida, so make sure your concept is a good fit for the market you want to hit.

What's your advantage over some of your competitors?

AKA will customers have a reason to use you over the other guy? Don't just say you're charming and can get the job done. It's going to take a lot more than that if you're trying to lure customers away from other companies or gain new customers altogether.

What's your time frame for getting your ad campaign off the ground and your product/service into people's homes?

You don't want to invent the wheel if you have to sit on it for a long period of time. There's always someone out there that can beat you to the finish line. You have to move fast. And over time, your passion for the ad strategy will fade as well.

Will the money from this ad strategy burn a hole in your pocket or just burn you?

Evaluate your income potential. Is it worth it to start this campaign financially?

Advertising is key to making your business successful. Just watch out for the common pitfalls campaigns fall prey to and you'll see increased sales and happy customers in no time.