

Cut through Advertising

Savvy tips

So what makes advertising cut through the clutter and stand out in the crowd? It needs to be professional, interesting and relevant to your customer, with a clear message and a strong call to action.

7 ways to cut through the clutter

1. Set your goals first

Why are you advertising? Usually it's to create awareness, find new customers, generate new leads, increase sales and revenue. Or, you may have a specific product or service to launch, seasonal offer or new target market.

2. Mix it up

When you see the same things over and over again you stop noticing them. Update the look and feel, add a splash of colour, or try a different shape or size.

3. Get clever with copy

Attention-grabbing headlines and persuasive copy can make a big difference to whether your advertising is read. If you have a great offer, make it shine and include an end date to create a sense of urgency.

4. Strong call to action

What do you want your customers to do in response to your advertising? Make it easy for them by including all your contact details and trading hours.

5. Take into account seasonal changes

If you are targeting consumers, seasonal events such as Back to School, Valentines Day, Easter, Mother's Day, Father's Day and of course Christmas. For business customers, consider end of financial year, trade shows, conferences and Christmas.

6. Partner up with like-minded businesses

Create incentives with other businesses and offer specials to both databases.

7. Use the right channel

Make sure you use the right channel for your target audience. Find out where your customers are hanging out and be there.