

Top 10 tips for...



1

Research your target audience (potential customers) thoroughly.

2

Explore the different publications that reach your target audience.

3

Consider booking a run of adverts to target anyone that might have missed the advertisement.

4

Be consistent with your advertising design, to help your message be remembered by your customer.

5

White space sells... so consider using more white space in your design.

6

Be clear on what you want to say and why.

7

Use concise and clear information to allow the advert to be reader friendly.

8

Include a 'Call for Action' in the advert, to tell the customer what you want them to do next.

9

Thoroughly proof read and check the finished advert.

10

Monitor your advertising to establish what is working and what is not.

If in doubt, give Creativtypes a call. We can assist you every step of the way. From media advice and booking, right through to creating the artwork for you.

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