

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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