

Basics of Direct Response Advertising

Approaching the public and trying to motivate them to buy your product or service requires a level of marketing finesse. Many businesses approach advertising without direction. Most of the time, their marketing message fails to produce the results they were hoping for. It's important to note that there are several methods of advertising your business. But, each method involves unique components that work together in producing sales. For example, direct response advertising entails knowing your audience, presenting the right message and soliciting a purchase. These steps may sound simple. In fact, they're not. In this article, we'll describe these steps in more detail to help you launch your advertising campaign.

Know Your Audience Most businesses make the mistake of neglecting to target their market. Unless you're selling a bar of soap, it's likely your product or service is more suitable for some people than others. That means you need to focus on the market (i.e. people) who are most likely to buy what you're selling. But, knowing your audience goes much further than merely identifying them. In order to truly craft a message that speaks to your audience, you must understand what drives them. What do they want to achieve? What concerns and hopes do they have? How can your product satisfy those hopes? Spend time identifying your market and grasping what moves them.

Message and Benefits Once you appreciate the perspective of your target audience, you can create a message that speaks directly to them. First, identify what makes your product or service unique (this is often called a Unique Selling Proposition). In essence, determine what makes you different than your competitors. Second, create a list of benefits that your product can deliver to your audience. Will your product save them time to spend with their family? Will it save them money so they can take a vacation? Understand the motivations of your audience and craft a message to address them.

Offer and Calls to Action One of the most overlooked elements of direct response advertising is making an offer and asking your audience to buy. The offer must persuade them to take action. For example, a sizable discount or the opportunity to get something for free has always proven to elicit action. Once you have their attention, ask your prospect to buy from you. Most people won't take action unless you specifically ask them to do so. The call to action is the last critical piece of your advertising campaign. Direct response advertising seems simple initially, but requires a set of skills that time and experience will refine. Follow the tips above to make sure your next advertising campaign begins on the right foot.

About the Author

This article was written on behalf of Conrad Advertising, [Advertising Agency](#) and [Travel Marketing](#).

Source: <http://www.article-zine.com>