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**No matter what you do, your most important job is to get new customers.**

### Top Ten Reasons To Advertise Your Business

#### 1. Advertise to Reach New Customers.

Your market changes constantly. New people moving to your area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. The shopper who wouldn't consider your business a few years ago may be a prime customer now.

#### 2. Advertise Continuously.

Shoppers don't have the store loyalty they once did. You must advertise to keep pace with your competition. The National Retail Merchants Association states: "Mobility and non-loyalty are rampant. Stores must promote to get former customers to return and to seek new ones."

#### 3. Advertise to Remain With Shoppers Through the Buying Process.

Many people postpone buying decisions. They often go from store to store comparing prices, quality and service. Advertising must reach them steadily through the entire decision-making process. Your name must be fresh in their minds when they ultimately decide to buy.

#### 4. Advertise Because Your Competition is Advertising.

There are only so many consumers in the market who are ready to buy at any one time. You'll need to advertise to keep regular customers and to counterbalance the advertising of your competition. You must advertise to keep your share of customers or you will lose them to the more aggressive competitors.

#### 5. Advertise Because it Pays Off Over a Long Period.

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising. A five year survey of more than 3,000 companies found...Advertisers who maintain or expand advertising over a five year period see their sales increase an average of 100%. Companies, which cut advertising, averaged sales decreases of 45%.

#### 6. Advertise to Generate Store Traffic.

Continuous store traffic is the first step toward sales increases and expanding your base of shoppers. The more people who come into the store, the more possibilities you have to make sales and sell additional merchandise. According to a major survey, for every 100 items that shoppers plan to buy, they make 30 unanticipated "in the store" purchases.

#### 7. Advertise to Make More Sales.

Advertising works! Businesses that succeed are usually strong, steady advertisers. Look around. You'll find the most aggressive and consistent advertisers are almost invariably the most successful.

#### 8. Advertise Because There is Always Business to Generate.

Your doors are open. Salespeople are on the payroll. Even the slowest days produce sales. As long as you're in business, you've got overhead to meet and new people to reach. Advertising can generate customers now...and in the future.

#### 9. Advertise to Keep a Healthy Positive Image.

In a competitive market, rumors and bad news travel fast. Advertising corrects misleading gossip, punctures "overstated" bad news. Advertising that is vigorous and positive can bring shoppers into the marketplace, regardless of the economy.

#### 10. Advertise to Maintain Employee Morale.

When advertising and promotion are suddenly cut or canceled, salespeople may become alarmed and demoralized. They may start false rumors in an honest belief that your business is in trouble. Positive advertising boosts morale. It gives your staff strong additional support.

**We can provide a complete media solution to the success of your business. Period.**