

# HERITAGE<sup>®</sup>

BATHROOMS



## GUIDE TO ADVERTISING



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Advertising is the act of drawing the attention of the public to your product or service through paid for announcements in the media. If you're thinking of investing in advertising, why not consider the following questions?

### Why use advertising?

Advertising is a simple and direct way for a business to inform a large audience about its products and services. To be effective your advertising should contain a message that is relevant and interesting to your audience, and be placed in media outlets appropriate to them.

### Who am I trying to reach?

You need to have a clear understanding of exactly who you are trying to reach and why you are communicating with them. This is your target audience and understanding them will help you position your advertising, resulting in more effective campaigns.

### Where should I advertise?

This will depend on who you are trying to target, your budget and what you want achieve from the campaign. There are a wide variety of options including:

- National newspapers and magazines, such as The Times, The Guardian, Sunday Express Magazine etc.
- Local newspapers and magazines (these will probably be more effective than national press for smaller, local businesses)
- Lifestyle magazines (these are particularly suitable for advertising consumer goods), such as Ideal Home, House Beautiful etc.
- National radio and TV
- Local radio and TV
- Direct mail (see our guide to Direct Marketing for more information)
- Transport and poster ads – including bus stops, buses, trains, stations and billboards
- Online advertising (potentially effective for driving traffic to businesses with ecommerce websites)

### How do I know if it's effective?

Measurement and traceability of your advertising is essential as this will help you understand what publications or outlets have been effective and which ones you can disregard from future campaigns. An example of an easy way to track advertising is to include promotional codes that differ across outlets so you can see where enquiries have come from.

### Using an agency

Agencies can be used for two things: creating your advert or placing adverts within the media.

For creating your advert it is important to include the following:

- Your logo or business name
- A clear message – If your business's logo or name doesn't clearly show what you do add this too e.g. 'Harrow Plumbing - the best place for beautiful bathrooms'
- Great creative elements such as graphics or photography – photography is available from Heritage Bathrooms, just contact [marketing@heritagebathrooms.com](mailto:marketing@heritagebathrooms.com)
- A clear call to action – do you want customers to call, e-mail, come to your store, visit your website etc.

For media placement, an agency will have the expertise to create an effective advertising campaign, however industry guidelines suggest it is only beneficial to use an agency if your advertising budget is £10,000 or above.

#### Don't forget:

Print and digital advertising templates are available from the marketing hub at [www.heritagetailerhub.com](http://www.heritagetailerhub.com)