



Guide to advertising

Advertising is a valuable part of the communications mix, helping to raise your brand profile and letting potential customers know who you are, what you do and what products and services you can offer them.

Before you commit, here's some words of wisdom from Aberdeen & Grampian Chamber of Commerce's media manager to help you get the maximum return on any investment you want to make on advertising.

- Before you spend a penny, with any form of advertising it is really important to know what you are looking to achieve. Identify your goals: is it driving traffic to your website? Increasing footfall to your premises? Generating enquiries, prestige or brand awareness? Be clear on what a successful campaign looks like for your business and then set the parameters for how you will measure it.
- Know your competition - where are they visible? What is the message they are putting out? You also need to consider the consequences to your business of not being seen.
- Know your audience - who are you trying to reach? Is it based on geography? Sector? Job title and area of responsibility? What do they know about you currently and what do you want them to know? Once you understand what drives them you will find it much easier to create an advert that speaks directly to them.
- Creative doesn't mean complex. The best adverts are often the simplest because most consumers don't want to wade through reams of content to understand what you are offering. When you have decided on your style and content, deliver the same message across all the media you are using.
- A combination of print and digital in your strategy will likely be most effective. Think about the demographic that you want to get in front of. Print, done correctly, can give you better impact with the reader and campaign longevity.

The Business Bulletin is the ideal platform to get your business noticed within the North-east business community. We have cost effective packages available to both members and non members, in print and online.

Contact kathryn.collie@agcc.co.uk who will be delighted to talk you through the options, the discounts - and help you get your business noticed.