



Advertising Your Small Business

- 1) **Advertising Options**-There are many choices when it comes to advertising your business. Here is a list of common advertising venues. This list is not exhaustive, however, and further research will present alternatives.
 - a. Newspaper
 - b. Website
 - c. Flyers
 - d. Word of Mouth
 - e. Radio
 - f. Television
 - g. Local Magazines
 - h. Signs
 - i. Novelties (such as pens, calendars, magnets, etc. with your name and phone number)
 - j. Phonebook
- 2) **Matching Advertising Option with Your Budget**-Costs will vary according to your need. Word of mouth is free, but not guaranteed. Some options can be purchased infrequently and are relatively long-lasting such as novelty items and signs; others can be expensive and short-lived such as radio and television ads. New businesses will have different needs than established businesses. Established businesses may rely heavily on word of mouth, but start-up businesses may need to invest more money on advertising that can reach large numbers of potential customers such as radio, television, newspaper ads, and novelties.
 - a. Low Cost- Word of mouth, Website, Flyers
 - b. Intermediate Cost- Novelties, Newspaper, Phonebook,
 - c. High Cost-Television, Radio, Signs, Local Magazines
- 3) **Target Market**
 - a. *Identify your target market*- Determine major characteristics of your customers such as age, preferences, income level, and repeat vs. one-time customers.
 - b. *Find your target market*- Is your target market the local neighborhood only? Does it attract customers from out of town?
 - c. *Select appropriate advertising venue*- Based on your budget, select one or more advertising venues that has the highest probability of satisfying your advertising needs.

For example, you could invest the bulk of your resources into a television spot that will be on air for three months, store-front signs that will be permanent, then pass out flyers and tell friends and acquaintances about your business.

- 4) Creating Your Advertisement-** No matter which advertising method you choose, you will need to inform potential customers about your business within a limited time or space. Ideally, your advertisement should be easily identifiable and remembered.
- a. Include relevant product/service information
 - b. State business hours
 - c. Provide contact information
 - d. Include business address
 - e. Display attractive illustrations

For more information, these websites offer easy to read, in-depth articles that explore topics identified by this outline.

http://www.sba.gov/smallbusinessplanner/manage/marketandprice/SERV_ADNPUBLICREL.html

http://www.sba.gov/smallbusinessplanner/manage/marketandprice/SERV_ADPRIMER.html

<http://www.entrepreneur.com/advertising/howto/index.html>