

Why The Hell Are You Advertising Anyway?

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Here are a couple of thought provoking questions for you; *why the hell are you advertising...and ...what do you want your advertising to do for you exactly?* And if that wasn't thought provoking enough, here's another; *if you're going to spend money in advertising your products, your goods, your services, your ideas... then why on earth wouldn't you want your marketing & advertising efforts to be the best they could possibly be?*

Now that's a potent last question because if you've spent money in hiring outside marketing and advertising help, you're dabbling in dangerous waters. *How so?* Because... *“...there's probably more incompetence in the field of advertising and marketing than possibly no other profession, apart from that of psychology and psychiatry...”*

Not my words. But those of the late, direct marketing genius, *Gary Halbert*. And frankly, I agree with him, *on both counts – first*; that most marketing professionals are lousy at their jobs. And second: the many trying to 'mess with our heads' are as messed up, confused and are as diagnostically un-advanced as the rest of us. So yes, the odds that you're fully loving the marketing and advertising expertise you've acquired, in terms of results, ROI and overall happiness, is frankly, *not that great*.

However, a *strange source of help* is at hand, thanks to the **global spirited injection** we've all experienced over the first few weeks in August – an injection that could have a deep and positive impact into the marketing brains at your command - all thanks to the *London 2012 Olympians*.

Yes! They've showed us all what *real performance* really means, what it truly takes to create *medal winning* drama and excitement. Most marketing pros would stutter and shudder if put through the paces in an Olympic Marketing equivalent. However, one marketing pro who would have come up with the same *Usain Bolt triple gold medal haul ...* is none other than... David Ogilvy.

Ogilvy, a Scottish born, son of a clergyman, a former French restaurant chef

... into his late 30's, cooker seller and then, founder of the world's largest Direct Response ad Agency – Ogilvy and Mather – knew more than most re what it took to create *advertising that sells*. In fact, he became a respected *world great* at it.

Interestingly, after all these years, his work is *still* available for all to model and emulate. His campaigns and advertising successes (*which were many*) are freely available for all to study, be inspired by. To incorporate into one's own promotions. Sadly though, most marketers are bent on creating the outlandish, the outrageous, the new and revolutionary – though, without adhering to or applying the basic rudimentary advertising and marketing fundamentals – as laid down by the likes of Ogilvy, as well as those of Eugene Schwartz, Robert Collier, Claude Hopkins and John Caples.

In fact, anyone who has anything to do with selling anything can learn a huge amount from Ogilvy, *especially* in today's marketplace where the economy is cartwheeling and somersaulting. For example, here's a little of Ogilvy's thinking when it comes to advertising -- ***“I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don't want you to find it 'creative'. I want you to find it so interesting that you buy the product...”***

As simple and as straightforward as that instruction is, the message seems to have been lost on many. Creating advertising that sells is *rather different* than creating advertising designed to *please, appease* and *win awards*. If you're a business owner or executive, I think you'd want to be counting the money, rather than rack up the applause and awards... *wouldn't you?* Because, let's face it, if you've been sold a bill of goods from an advertising concern telling you that *...it all has to take time, that we have to give people enough exposure to our message and then they'll buy sometime way in the future...it's not the advertising that's messed up - it's the economy and the rules and regulations, and the competition...*

... if you've bought into any of that then you've (*albeit unconsciously*) willingly contributed to the health and financial wellbeing of *your ad agency or marketing outfit!* And all the while, you're nicely *sitting on the land of hope and despair*, without ever fully realising it.

There's no need to settle for low level incompetence, for marketing and advertising that's primarily designed to make *your vendors rich* and have you pulling your hair out. Now's the time to be inspired by the 2012 Olympians so you too can be *different, unique, authentic...* to really be the inspiration to your customers and marketplace. Below are **10 things** you can begin focussing on *today* to boost, bolt, ramp up and improve the overall effectiveness of your advertising and marketing efforts and therefore, *net you higher profits in return!*

1. Have everybody who is connected with your advertising and marketing, read, and then *re-read* David Ogilvy's classic ***“Ogilvy on Advertising***
2. Focus marketing efforts on customers and sales; *not* on winning awards.
3. Create Direct Response advertising and put aside the institutionalised, image based advertising.
4. Make every word of sales and promotional copy, earn and justify its existence.
5. Make every employee directly responsible for the advertising and marketing function, justify their existence.
6. Let customers experience a *'celebration'* when buying your products, goods or services.
7. Create follow up communications that are as important and as heart-warming as sending an “I love you” letter to your mother.
8. Work out the average lifetime value of each customer and adjust your marketing and advertising spend to reflect that magic number.
9. Dissect your customer database and create irresistible in-house promotions to each customer segment within the database.
10. Make sure the marketing story about your product is unique, compelling and un-replicable by anyone else