

IMPACT!



[Susan Jeanne Mertz](#)
President

**Call us
TODAY!**

**Begin to
make an
IMPACT!
tomorrow!**

843.821.3283

[Susan.Mertz@
ImpactPR.net](mailto:Susan.Mertz@ImpactPR.net)

www.ImpactPR.net



“Linking Companies to their Communities”

! **Advertising Advice II**

Adverti\$ing Media

TV and **radio** are entertainment mediums, and although people view way-too-much TV (IMO), and listen to the radio at home, work, and in the car – most people are doing everything they can to avoid commercials – i.e. – **YOUR adverti\$ing dollar\$**.

Since there are so many station choices, not to mention satellite TV and radio with NO commercials, audiences are fragmented. How do you decide in which stations to put those expensive advertising dollar\$, when none have a large market share?

Another thing about broadcast advertising – once it is heard or seen – it is gone.

How many people keep a pen and paper by the radio or TV when they see/hear a product they want to purchase?

Newspapers are filled with advertisements – big and small. Old marketing strategies say “buy the biggest ad space you can afford”. IMO, bigger does not beat a smaller well-designed, well-placed ad.

And with newspaper ads, people can read them and cut them out for future reference.

Internet ads are coming into their own. TV stations have community calendars on-line and newspapers are putting their stories, and some of their advertisements, on-line.

More and more people are turning to the Internet for their information. . . . something to think about when considering where to put your adverti\$ing dollar\$.

Other \$mart Adverti\$ing Dollar\$

The Charleston Regional Business Journal in Charleston, SC, has “editorial” opportunities that you could consider: i.e. “40 under 40” (for individuals who excel in the community and in their business); “Roaring 20s” or “Emerging 10” businesses.

The accompanying special events and publications hosted by the Charleston Regional Business Journal provide opportunities for nomination, as well as less expensive advertising venues to congratulate your clients or prospects on their achieving these recognitions.

Of course, there are numerous opportunities for “human interest” photo captions submitted to all Charleston, SC, newspapers when you are doing “good work” or supporting non-profit and other community events. Any exposure in the paper puts your name in front of your audience and qualifies for the 1st step in gaining recognition and trust.

Other media coverage opportunities could include press releases with photographs when you make a donation to a charity, volunteer at a non-profit, and perform other “good deeds” in the community.

All these activities generate great press stories and media exposure.....at an extremely reasonable price.

Yellow Page Advertisements:
People search the yellow pages when they want to “buy” – When they search the Internet when they want “answers.”

Make an IMPACT! in 2008

**Make an IMPACT! with
“Customized Communications”**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
“Messages that Matter”**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization’s identity.

**Understand how to better
IMPACT! your customers**

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.