

6 Reasons Why your Advertising Is Not Working



Takeaway from the podcast:

1. How long has your advertising been out there?
2. Is it an advertising problem?
3. Is your advertising boring or bland?
4. Do you have a marketing plan?
5. Did you brand yourself?
6. Have you offered a solution to a problem?

Once you answer these questions you will be on your way to growing your business and your bottom line.

Here is the Thomas Smith reasoning for how many times an ad needs to be seen to be effective:

Thomas Smith says that it can take up to 20 times!!

The first time people look at any given ad, they don't even see it.

The second time, they don't notice it.

The third time, they are aware that it is there.

The fourth time, they have a fleeting sense that they've seen it somewhere before.

The fifth time, they actually read the ad.

The sixth time they thumb their nose at it.

The seventh time, they start to get a little irritated with it.

The eighth time, they start to think, "Here's that counfounded ad again."

The ninth time, they start to wonder if they're missing out on something.

The tenth time, they ask their friends and neighbors if they've tried it.

The eleventh time, they wonder how the company is paying for all these ads.

The twelfth time, they start to think that it must be a good product.

The thirteenth time, they start to feel the product has value.

The fourteenth time, they start to remember wanting a product exactly like this for a long time.
The fifteenth time, they start to year for it because they can't afford to buy it.
The sixteenth time, they accept the fact that they will buy it sometime in the future.
The seventeenth time, they make a note to buy the product.
The eighteenth time, they curse their poverty for not allowing them to buy this terrific product.
The nineteenth time, they count their money very carefully.
The twentieth time prospects see the ad, they buy what is offering.

We hope you enjoyed the podcast. If you have any questions or suggestions for other podcasts please let us know and if you would like to be interviewed let us know that also. Send your information to us at:

mailings@thecreativetablet.com

Once again thanks for listening and the next podcast (we are working on several) will be posted at our site:

<https://thecreativetablet.com>

