

BRANDING!

...the growth of your company depends on it

Rule 12: Think Long Term

Excerpt from *The 33 Ruthless Rules of Local Advertising* by Michael Corbett



How far out do you plan your advertising? Do you have a one year plan? A five year plan? A ten year plan? (The Japanese have a national growth plan that extends for hundreds of years!) At minimum, a local advertiser should have a long term, flexible budget, a Unique Selling Proposition or Preemptive Advantage, and a commitment to at least a 12 month advertising plan.

Short term results can occasionally occur as a result of heavy schedule of ads in a short period of time. You may get a good turnout for a special event, but you can't count on any kind of consistent results with short term media schedules. Using the media for infrequent, short term advertising schedules will not get you the same growth benefits you'll get when you advertise with consistency, frequency, and impact. If you advertise from week to week, idea to idea, promotion to promotion, you're usually going to end up disappointed.



You might want to begin to look at advertising the same way you looked at your business when you first started it. You didn't say "let's try this business for a month to see how it works," as is often said about advertising schedules. Your commitment to your business was far greater than that.

