

How Much Should You Advertise?

If you are thinking of doing some advertising, one of the questions you may ask yourself is: "How much do I need to advertise to have an impact?"

Thomas Smith, a nineteenth-century businessman, offered the following advice to advertisers in 1885.

It is still applicable today.

- 1) The first time people look at any given ad they don't even see it.
- 2) The second time, they don't notice it.
- 3) The third time, they are aware that it is there.
- 4) The fourth time, they have a fleeting sense that they've seen it somewhere before.
- 5) The fifth time, they actually read the ad.
- 6) The sixth time, they thumb their nose at it.
- 7) The seventh time, they start to get a little irritated with it
- 8) The eighth time, they start to think, "Here's that confounded ad again."
- 9) The ninth time they see the ad, they start to wonder if they might be missing out on something.
- 10) The tenth time, they ask their friends and neighbors if they've tried it.
- 11) The eleventh time, they wonder how the company is paying for all these ads.
- 12) The twelfth time they see the ad, they start to think that it must be a pretty good product.
- 13) The thirteenth time, they start to feel the ad has value.
- 14) The fourteenth time, they start to remember wanting a product like this for a very long time.
- 15) The fifteenth time, they start to yearn for it because they can't afford to buy it.
- 16) The sixteenth time, they accept the fact that they will buy it sometime in the future.
- 17) The seventeenth time they see your ad, they make a note to buy what you offer.
- 18) The eighteenth time, they curse their poverty for not allowing them to buy this terrific product.
- 19) The nineteenth time, they count their money very carefully.
- 20) The twentieth time prospects see your ad they buy what you are offering.

Let's face it; it's going to cost you far more to capture a new market through advertising than it is to keep the customers you have (and get their referrals)!

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