

# TWELVE WAYS TO CUT ADVERTISING COSTS WITHOUT LOSING RESPONSE

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## **TWELVE WAYS TO CUT ADVERTISING COSTS WITHOUT LOSING RESPONSE**

1. Cut the number of words in your classified adverts. Not only will they be cheaper but you will also find that it gives more punch.
2. Advertise in low cost magazines. It is not always true that you get what you pay for. Some of the smaller magazines give just as good a response as the more expensive ones. It pays to experiment to find out which ones give you the best results.
3. Co-publish a few magazines. It makes sense to do this but it also makes sense not to overdo it. It really depends on how many mailings you do per month and how many brochures you have.
4. Most magazines will insert three adverts at a lower cost than three individual adverts. If not stated, ask and they usually agree.
5. Take advantage of free advertising and also advertising for just a couple of stamps. Results are small but the cost makes it sensible.
6. Join clubs where they give low cost advertising, low cost mailing or exchange mailing. You may find your results are not worth it. Don't expect more than a half per cent result from other people's mailings and only then, that is selling something at a very low cost or even giving it away free. If you can make it pay, it is well worth it.
7. Keep responses high by only advertising good for under J1, free, or for one or two postage stamps. It will make your response rate much better. To make money, you need a good follow up procedure.
8. Rather than mail out one hundred brochures, which will cost a lot for printing, mailing, and buying mailing lists and not forgetting time, why not put a full page advert in a magazine? If it costs you J20 for a 2,000 circulation magazine, it is still cheaper and you can find magazines that do it for less than that.
9. Keep records of all your advertising results including date, order or inquiry, what sent in return, where it came from and how payment was made. You are sure to find them quite revealing.
10. If you expect people to pay out J15 or J20 each time you mail them, then you must expect your return rate to be low. If you want your response to increase, use your brochures to sell things for J5 or under. Not only will your response rate be higher, you will also get people to improve what you sell in many ways.
11. Better copies, card covers, add an extra report. It costs hardly any more to have neat, good quality products. The advantage to you is that people are more likely to buy again if they get their money's worth. If they only get tatty bits of paper, they are highly unlikely to buy from you again.
12. Become expert at one part of mail order. Mailing, printing, duplicating, mailing lists etc. Use what you can do best to get other things done for nothing. If you print - print for others if they mail yours. If you mail - exchange mailing for printing. You can get many things cheaper this way.