

Guaranteed Ways to Improve Your Advertising

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David Olgilvy, the father of advertising, once said that when he writes an advertisement he doesn't want to hear that it is 'creative'. He wants to know that you find it interesting and buy the product.

There are many ways that you can improve your advertising so that you 'sell' your product.

Headlines

Let us first talk about headlines in your advertisements. Did you know that five times as many people read headlines as the body copy? Here are some pointers for creating headlines.

- Headlines need to telegraph what you want to say to your reader.
- They should offer the reader helpful information.
- The best headlines are under ten words.
- Words like amazing, introducing, now, and suddenly are great words to use in your headlines.

Photos and Illustrations

Photos and illustrations are also a very important part of your advertising. Readers look first at the photo or illustration, then the headline, and then they read the body copy. Whenever possible, have your layout setup in that order. When you are using a photo, try to always have a caption with your photo. Two times as many people read captions as the body copy, so make sure to put a selling point in your captions.

Body Copy

The most important thing to remember about body copy is that your reader will be alone when they are reading your ad, so write the copy as one person to another.

Here are some other pointers to follow when writing body copy.

- Stay away from setting body copy in all caps or in reverse type. This is very hard for the reader to read and most likely they will pass over your ad.
- It has been quoted that "The more facts you tell, the more you will sell". This is a good point to remember when writing body copy.
- If possible, put testimonials in your advertising. Readers find them very persuasive.

These pointers are just a sampling of the many things you can do to improve your advertising. If you are interested in learning more about improving your advertising, a good read for you would be "Olgilvy on Advertising". This book is chock full of great information on improving advertising.