

Does Traditional Advertising Still Work?

In today's high-tech world, there's something to be said about old school marketing techniques to help your brand stand out.

Five traditional advertising methods still work like a charm. Let's explore what they are:

1) Promotional Products

Giveaways and "freebies" can help you promote your products, gain favor with potential prospects and improve brand awareness. Studies have shown that branded gifts are memorable, kept for long periods of time and create positive feelings with a company. Let's not forget too that they're likeable and cost effective.

2) Direct Mail

Direct mail is one of the oldest types of advertising – and still works in today's marketplace. We receive so many emails during the course of the day that personalized mail (not bills) are almost always opened. An effective direct mail piece that's designed to pique the reader's attention coupled with interesting copy is almost sure to capture the eye with a targeted call to action.

3) Hand Held Signs

Hand held signs or what's known in the industry as sign spinners are a simple form of outdoor advertising. They're old fashioned and cost-effective signs that grab a customer's attention. Easy to create and design, they're available in multiple colors and shapes to advertise your brand and make a splash where and when you need it.

4) Slogans

How many slogans can you name off the top of your head? It doesn't matter how old you are, you'll probably be able to rattle off at least a dozen! Slogans or taglines have been helping to sell products and services since advertising began. Make sure to put time into creating your slogan so customers remember who you are and what you do!

5) Coupons

Who doesn't want to save money? Everyone I know! Some consumers might want to spend more on a brand that offers a coupon, than a competitor with a lower price. The simple act of saving, printing or electronically flashing a coupon keeps a consumer connected to the brand and increases the likelihood of a future purchase.

Next time you're fixed on only a digital approach to capture your audience's attention, think again. Why re-invent the wheel if it works? Use these non-digital techniques to stand out in digital world!

