

Did You Include This In Your Online Advertisement?

In order to gain access to the building where my office is located I have an ID card that you swipe through a reader located by the front door. Without that card you can not get in. Nothing is more aggravating when I get to the front door and, oops! I forgot the darn badge. I have to get back into my car, drive all the way home, use extra gas that I didn't have to had I just taken the time to make sure I remembered it before I walked out the front door. One thing about the badge is, it is very beneficial to our work environment. It tracks who is coming and who is going for security reasons and it maintains a log as to when an employee arrives for the day and when they leave so they can be paid accordingly. Two benefits of the card reader that are very important, and huge selling points I am sure when the landlord of the building bought the product from the company that provides that service. When you are advertising online and you put together this killer ad that you feel no one can resist, are you listing your benefits? If you are not, you better start. You have to give the reader an idea and make them understand why, what it is you are selling, is beneficial to them. Does your product or service make life easier? Will it speed up a certain task? Will the service you provide free up their spare time or offer them piece of mind? The business, products or services you are offering in your online advertisement has benefits you need to list what they are. I wrote an article the other day on using emotional word pictures or emotional statements to get customers excited about what they are reading. By listing your benefits and combining it with the technique of using emotions, it could be the one-two punch you were looking for in your ad. Before you post your ad, spend some time and list the benefits of what it is your are advertising. Lets say you are a plumber and you are advertising your drain cleaning services. Take some time to list five to ten items that a customer can read and see why your service would help them out. Now narrow that list down to the best four to six. As you list each item in your online advertisement, describe in an emotional way how it would benefit your customer. For example, by your customer having you clean their drain, it frees up time that could be spent having a catch with your son or daughter. Describe a clear and concise picture. Not only are you listing the benefits of your service, but now you are showing why they should choose your business through emotional means.

About the Author

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Mr. Tucker is the Associate Director of <http://www.lndocquent.com>, an online resource where you can advertise your business, products or services throughout the world.

<http://www.lndocquent.com>, will also publish any article that you write in regards to your business on their website as well as disseminate it throughout various media outlets.

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