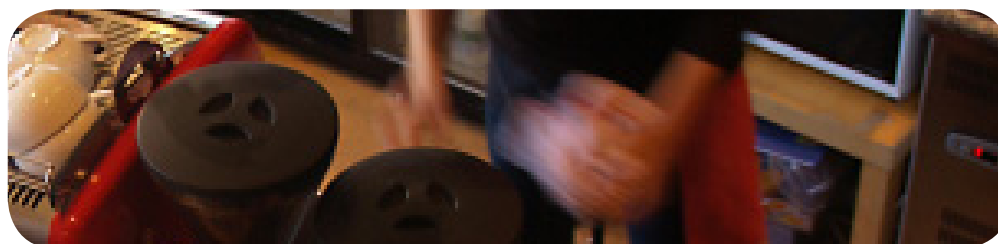


Step-by-step ideas for  
promoting your business locally

[americanexpress.co.uk/merchant](https://americanexpress.co.uk/merchant)



How to plan an effective local advertising campaign



# A step by step guide from American Express®



American Express works with hundreds of thousands of local business merchants globally. From restaurants and retailers, to service providers, many focus on local markets for the majority of their custom.

This step-by-step guide is designed to help you think about the broad range of possible ways to reach local customers. It contains strategies and hints and tips that could help you to create your own local advertising and promotion campaigns to attract customers and increase sales.

We hope you find it useful.

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# 1

## Objectives, planning and budgeting

### IN A NUTSHELL

- Write down your objectives
- Know who you're trying to reach
- Know how much you can afford to spend



Advertising and promotion is always more successful if you are clear what it is you're trying to achieve, who you're talking to, and how much you can afford to spend.

If you haven't already seen our complimentary step-by-step ideas for planning a new marketing campaign, available from the American Express merchant website, it would be worth taking a look at that first.

### 1. What are you trying to achieve?

The key to objective setting is to be specific. Yes you want more sales, but how will you measure success? "20% more customers ordering at least two courses, Tuesday to Thursday over the next 3 months", is a far better objective for a restaurant than "15% increase in covers".

### 2. Who are you talking to?

It's really important to know who you are directing your promotion at; in marketing-speak – who is your target audience? Again being as specific as possible is really important.

For example, let's imagine you own a women's fashion store. Is your typical customer, Chloe, a 20 year-old marketing executive who still lives at home and parties with friends at the weekend. Or is it Diana, a 50-something company director who entertains clients regularly and commutes to one of the UK's big cities most of the week?

Being clear about who you're talking to will influence what type of promotions you might use to reach them, and how you choose to communicate with them.

### 3. How much can you afford to spend?

Once you get into the local advertising and promotional scene, you'll find there are hundreds of ways to spend your money. If you don't budget, you may find you've got nothing left when the best opportunity comes along.

Take a look at your books and decide what you can afford to spend. If you can, do small promotions first, measure their success, and then scale up when you know what works.

**Top tip:** Print out your specific objectives and look at it every time you consider advertising and promotion opportunities

# 2

## Online campaigns

### IN A NUTSHELL

- Make sure you have a web presence
- Make your business visible in search engines
- Collect customer emails and start a conversation



Search engines like Google are getting very clever at showing results based on where people live. This can make local advertising really effective.

### Get a website

However basic, however little you spend, some kind of presence is better than none. So many people use a search engine these days to find local restaurants, shops and service companies. If you don't at least have a single web page with contact numbers, you are almost certainly missing out on potential business. Visit **startingonline.co.uk** and you could build a complimentary new website in as little as 20 minutes!

### Local business listing on Google maps

Once you have a website you can become part of Google maps. Almost every local search result – for example 'Hairdressers Norwich' or 'Restaurants Oxford' – brings up a page with businesses shown with a pin in the local map. You only pay if people click through to your website, so this is a relatively cost-effective way of getting really visible to local customers. Get your business listed at **google.co.uk/places**

### Google AdWords

Google AdWords are the sponsored listings at the top or side of a web search page. Your advertisements are displayed against search terms that you choose, so you know that your advertisements are only seen by people interested in what you have to offer. You pay when someone clicks through to your website.

### Internet Directories

You can submit your details to complimentary and paid-for directories. For example, if you have an Italian restaurant, you could apply to get it listed in a local food guide that will drive awareness and enquiries to your website. Even if you don't have a website, listing your details and a phone number can result in enquiries. With some websites, you can upload pictures and menus too.

### Email campaigns

If you capture email details of your customers, email marketing can be a brilliant way to promote your business. For example, run a competition in store, asking customers to leave their email address and to give you permission to use it. Then regularly email customers with promotions, offers, news or information to encourage them to visit, or buy online – and it costs virtually nothing.

### Facebook/Twitter and online communities

If your target audience is younger, setting up a Facebook group or a twitter account, or advertising on Facebook, could be a good way of reaching them. Find out more at **facebook.com** or **twitter.com** and it costs virtually nothing.

### Search engine optimisation (SEO)

There are various things you can do to get your website more visible in search engines. Take a look at our tip sheet included the Appendix.

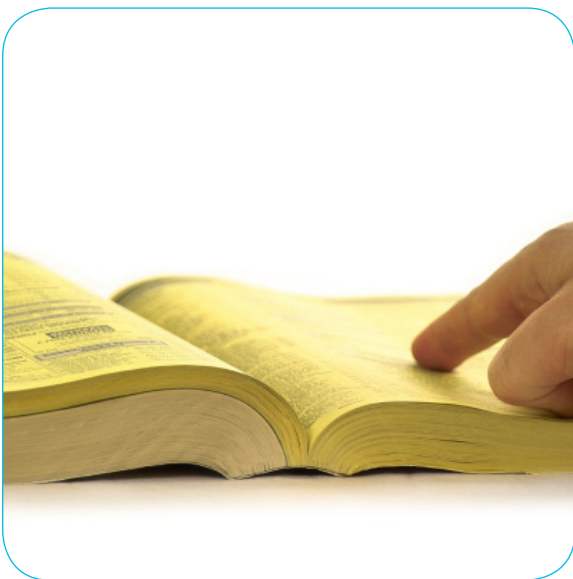
**Top tip:** Take a look at our tips sheet in the Appendix for ways to improve your visibility in search engines.

# 3

## Business directories

### IN A NUTSHELL

- Directories can help people find you
- Take a look at all the available options
- Consider a mix of print and online versions



Local business directories can be an important source of good quality local leads.

Every local business is familiar with Yellow Pages and its competitor, the Thomson Local Directory. If you take a business telephone line, you will normally get an automatic entry in both these directories. But you can take it further...

#### Yellow pages and yell.com

Yellow pages is delivered to every local household once a year. What you need to decide is whether display advertising – a bigger advertisement with an image – will drive significantly more business than a standard listing.

Yellow pages now has 'packages' that offer you the chance to have advertisements in the printed directory and online at yell.com. In addition you can feature special offers, coupons or even sample menus. And you can have a special phone number so that you can track exactly how many calls are being generated.

Find out more at: [yelldirect.com/yellowpages/home.html](http://yelldirect.com/yellowpages/home.html)

#### Thomson Local and Thomsonlocal.com

Thomson Local offers display advertising in its print directory and you can buy online advertising too. They claim up to 46 million searches every month. Plus they have a tie-in with Nectar, so potential customers can earn Nectar points every time they call you.

Find out more at: [thomsondirectories.com](http://thomsondirectories.com)

#### 118118 and 118.com

Heavily advertised on television, this is the modern day version of directory enquiries. You can pay for display advertisements on the website, and may also be able to become part of a discount scheme.

Find out more at: **118.com**

#### Industry and trade titles

Some industry and trade titles have classified advertisements or regionally divided display ads that can put you in touch with local customers who share a passion for what you do.

For example: Timeout, or online restaurant guides like **topatable.com** or **squaremeal.co.uk**

#### Get really local

Many cities, towns and rural regions have small community based newsletters, and newspapers. A listing in these demonstrates a commitment to your community, as well as guaranteeing a very local readership.

**Top tip:** Start small and see what works. Do try to negotiate rates. You can often get a better deal if you ask.



# 4

## Local advertising

### IN A NUTSHELL

- When you think advertising, think about a series of advertisements
- Explore all the options by calling the various media owners
- Make sure the advertisements you produce do your brand justice



Local advertising in press, magazines and periodicals can really help you to build loyalty in your local area.

People who read local publications generally do so because they have an interest in their community and an emotional affinity with where they live. As well as raising awareness about your products or services, local advertising can begin to foster loyalty with local people.

#### Local newspapers

Many local newspapers can get your business into upwards of 50,000 homes, daily or weekly, and can be a cost-effective route to raise awareness.

Advertising rarely works on a single insertion. You generally need a series of advertisements for people to get the message. Be clever about how you advertise. Insist on the same position each time. Place your advertisement against regular features: a clothes retailer might go for fashion, a top end hi-fi store might opt for the arts section.

Do negotiate on rates. Most newspapers expect to be flexible about how much they charge. In addition, they might be prepared to run a complimentary editorial about your business – see our Public Relations section for more information.

#### Local magazines

These vary enormously, from complimentary amateur community magazines in cafés, to what's on listing magazines, and glossy County magazines.

If you've spent a little time thinking about the profile of your typical customer, it's easy to imagine what they might read. Chloe, a 20 year-old marketing executive, is most likely to pick-up the what's on magazine. Diana, the 50-something company director might be more likely to take the County magazine.

#### Special interest magazines

If you have a specialist business – top end photography or designer bridal wear for example, people will be prepared to travel further for your services. Advertising in specialist titles

like Photography Monthly or Brides magazine may be worthwhile.

#### Local radio

There are now more local radio stations than ever before, enabling you to target specific geographical areas and distinct listeners. Each radio station will be able to help you to develop and produce advertisements cost-effectively.

Sponsoring a programme segment, like the weather or traffic reports for example, can be a great way to build awareness of your brand.

#### Local cinema

Most cinemas can run local business advertisements. These can be very effective in raising awareness, but you must spend a reasonable amount of money on creative production. A poorly produced local cinema advertisement shown alongside national brands can do more damage than good.

#### Local TV

All the commercial and satellite stations can offer advertising that is only transmitted to a 'micro-region', which might be 'London only' or the 'south-west', and therefore costs far less than a national campaign. If you run a local attraction, have a regional chain of travel agencies, or a large out of town furniture store for example, TV might prove to be a cost-effective medium for you.

**Top tip:** Using agencies? Take a look at our briefing sheet in the Appendix on how to brief a creative agency.

# 5

## Outdoor promotion

### IN A NUTSHELL

- Outdoor can have a BIG impact
- It's not just for the big brands – ask about one-off poster sites
- Local posters in neighbouring outlets can be really effective



There are lots of ways you can use outdoor media to reach a local audience. Outdoor media can be really eye-catching and can work on a low budget, if you use it wisely.

#### Poster sites

Official poster sites are managed by big media owners who concentrate on selling hundreds of sites in a package. But, if you have a poster opposite or near your business, it is possible to negotiate for that one site. You'll find the detail of who owns each site and the reference number on the frame.

#### Buses and railways

Bus and railway advertising can be brilliant at raising awareness of your offering for people coming into your locality. Advertising sometimes stay up much longer than you pay for, so you can get great value for money, but beware when using time-sensitive or seasonal messages.

#### Mobile outdoor

If you've got an event or offer, you can hire mobile 'advans' – lorries with a huge double-sided poster that will drive a designated route all day. Fantastic for store or restaurant openings, product launches, open days and special offers.

#### Telephone boxes

Often overlooked, advertising on the outside of telephone boxes can be really effective in pedestrian areas and High Streets. These advertisements can sometimes stay up much longer than the original booking, offering even longer exposure and better value.

#### Local posters

You can often get agreement from non-rival bars, restaurants or shops to advertise a specific event on their premises, if you offer to return the favour.

#### How to get started

If you want to get an outdoor or poster campaign off the ground the easiest place to start is to talk to one of the media owners. Your local bus or rail station will be able to help for buses and railways. For posters, you could contact one of the big poster site owners like **clearchannel.co.uk** or **jcdecaux.co.uk**, who also manage telephone box advertising.

**Top tip:** Keep posters simple. A strong image, one clear message, and a clear call to action are all you need.

# 6

## Brochures, leaflets and printed materials

### IN A NUTSHELL

- Flyers are great for immediate offers
- Quality brochures can help with high-end sales
- Even postcards, nicely produced, can bring in new customers



From handy flyers to quality brochures, get your message out there.

If you know who you want to talk to and what you want to say, a leaflet put straight into someone's hand, or posted to the right kind of home or business, can pay dividends.

#### Hand-delivered flyers

Let's assume you own a bathroom shop and you're going to have a sale in the month of June. Creating a flyer with examples of products on sale and distributing it direct to homes of a certain size or small businesses, within a few miles of your showroom, can be really effective.

Opening a new restaurant? Giving out leaflets with a specific offer to people on the street, or delivering flyers to local homes with a special 'local' introductory deal is a great way to get people in and talking about you.

#### Newspaper inserts

You can pay for flyers to be inserted loose in a local newspaper or magazine.

#### Local information points

Pubs, cafés, local stores, newsagents, dentists, doctors, hairdressers, hotels, and tourist offices — they are all often happy to take a stack of leaflets featuring a non-competing local business. Just ask.

#### Quality brochures

If you have a high value purchase product, high-end retail, handmade tiles, or even a Michelin starred restaurant for example, decision-making can be more drawn out and involve multiple people. A quality brochure explaining your ethos can go a long way to create a relationship that is about more than price. If you retail national brands, you may be able to get them to overprint your details on their promotional material.

#### The humble postcard

How many times have you sat in a pub and picked up a postcard on the table advertising a local service? Cheap to produce, and quick to distribute, it's worth thinking about.

**Top tip:** Asking other local businesses to display your leaflets can be the start of a useful community support network.



# 7

## Partnerships

### IN A NUTSHELL

- Partnerships can be completely free
- Teaming up with other business can reinforce a local identity consumers can relate to
- Pooling resources can help you get to more potential customers



With so much competition on the High Street from national brands, teaming up with other local businesses can help you to punch above your weight.

Partnerships, teaming up with a complimentary business, or getting together with other local businesses to share promotional costs, can be a great way to increase awareness and sales.

#### Government, local government, trade and commerce associations

There are numerous business initiatives, which might help you in your push for more sales. You might be able to tap into government subsidies – in recycling or other green agendas for example. You might find government funding is available through Business Link ([businesslink.gov.uk](http://businesslink.gov.uk)) or other regional bodies designed to help smaller businesses or specific types of business to expand and flourish.

Sometimes, Local Authority grants or incentives are available, designed to encourage and support businesses in a particular area. If you are located in a shopping mall for example, they might run promotions that you can feature in.

Getting in contact with your local chamber of commerce, the business or enterprise officer in your local authority or your local Business Link, could all be good ways to find out more.

#### Complimentary businesses

Is there a business you can team up with for mutual benefit? Perhaps your restaurant could offer pre- or post- theatre or cinema meals with a special deal like a complimentary dessert, or kids eat for free? Perhaps your lingerie shop could team up with a cosmetic shop down the road to offer a saving, or just to promote one another's businesses with leaflets and posters?

#### Trading areas

Creating an identity for the area where you trade, and promoting it with pooled resources can be a really effective way to increase footfall for retailers and restaurants. For example, an area with lots of independent retailers can be dubbed the 'Independent Quarter'. If 50 businesses then put in £100 each, there's a £5,000 budget for radio, posters, leaflets or some other form of promotion you couldn't afford on your own.

#### Service partnerships

Could a local takeaway delivery service also deliver chocolates from your store? Could a plumber recommend you for appliances? Could a carpet fitting company carry your interior design leaflets? Think laterally and approach each possible partner on an individual basis.

**Top tip:** Talk to other local business people. You never know what might result when you get your heads together.

# 8

## Promotional offers and competitions

### IN A NUTSHELL

- Competition and offers can bring in new customers
- There are all kinds of opportunities, from local media to charity events
- Be sure you stay within UK competition rules. Check at [isp.org.uk](http://isp.org.uk)



Everybody loves a bargain. Think carefully about how you can offer great value to your customer, without it costing you too much.

Promotional offers and competitions are a good way to get potential customers to visit, call, or buy. But make sure you choose the prizes carefully and keep within competition rules.

#### Local media competitions

You might be able to team up with a local newspaper or local radio station to offer complimentary products or services to a lucky reader/listener. In exchange, you will get publicity about your business. Most local media have a minimum prize fund, so you need to check if this is cost-effective.

#### Direct competitions and offers

If you run your own competition or offer you need to be sure that it adds value. If you just discount something that someone has come to buy anyway, all you're doing is undermining your profitability.

Often the best offers are those that tempt consumers to buy more than they might otherwise, or one that ties in additional services. For example: BOGOF – Buy one get one free, supersize, meal deals, kids eat free, free fitting with each pair of curtains purchased.

If you can promote these away from your business with leaflets, posters or advertising for example, it's more likely to attract new customers.

#### Loyalty schemes

These can be really quick to set-up and very effective at encouraging regular customers. A stamp and card at the till that gives away a complimentary eighth coffee; an entrance discount to your attraction for local residents; a special locals dining evening mid-week, with a local history expert; a late-night opening of your clothes store linked to a local event. All these things show a commitment to the local community that will be appreciated.

#### Charity prizes

A complimentary dinner for two for the Parent Teacher Association (PTA) to raffle at the local school. A complimentary fashion consultation as a prize at a local charity carnival. Offering your expertise, products or services to local charities creates a good impression, can lead to business from people visiting an event, and can be satisfying in its own right.

**Top tip:** A competition that gives away your time or expertise may be less expensive than giving away products that cost you money.

# 9

## Public Relations (PR)

### IN A NUTSHELL

- Identify unusual 'newsworthy' things that happen in your business
- Send a press release to local media and follow up with a phone call
- Get involved at a community level where you can



Public Relations (PR) refers to coverage that you don't directly pay for, like a review of your restaurant in a newspaper for example. And because it's seen as impartial, PR can be very compelling.

Editorial in a local magazine. A mention at a local event. A link from another website. All of these are examples of PR that can help to raise your profile, and encourage new customers to try you out.

#### PR in local press

Lots of local newspapers and magazines are keen to include decent local content. If you have something newsworthy going on, it's always worth sending a press release or calling the newsdesk.

What is newsworthy? It could be an anniversary – 10 years on the High Street, your 10,000th customer. Perhaps it's an extraordinary order, or a donation to charity, a launch, an opening, a revamp, a special event, a celebrity visit...

Many local papers will agree to give you editorial if you take advertising. If you do a deal like that, try to get the editorial in a different issue to the advertisement. That way, it will carry more weight with readers.

#### PR online

If you have a website, encouraging links to it from other websites can be really useful in helping people to find you when they search. One method is to create articles based on what you do and your locality. For example: 'Interior design for a typical Surrey cottage'. 'What to wear at Henley this year'. 'Seasonal ingredients in Hereford this month'.

Distributing these kind of articles to online communities with links back to your website can be a powerful online tool.

#### PR in the community

As a local business, you're an important part of the community. The more you get involved, whether it's sponsoring hanging baskets, supporting a local event or campaigning for more litter bins, the more favourably you will be seen by local residents.

**Top tip:** Not sure how to write a press release? Have a look at our template in the Appendix.

# 10

## Word of mouth

### IN A NUTSHELL

- Consider how you can exceed your customers' expectations
- Encourage and share positive customer feedback
- Try to build a sense of community around your brand or service



Word of mouth is the most powerful route to more customers. What can you do to encourage it?

Word of mouth, people telling friends and relatives about your business, naturally occurs when you delight your customers. If you consistently exceed colleagues expectation this will happen anyway, but there are things that you can do to encourage the process.

#### Customer-centred thinking

The first thing is to put yourself in your customers' shoes and see if there are any areas where you could really delight them. A hand-drawn walking map in every room of your country hotel. A tray of light nibbles made from local produce to meet diners as they arrive at your bistro.

It's often the little extra touches that get us talking to our friends. If you can get those right, word-of-mouth will spread naturally.

#### Member-get-member schemes

People may love your restaurant, your designer clothes shop, or your flower arrangements, but they won't always think to tell their friends. Offer some kind of incentive – like a complimentary meal or a complimentary bouquet if they give friends' contact details, and they may be very happy to oblige.

#### User quotes online

The online travel sector often encourages guests to leave comments that other prospective customers can view online. 'Great for families'. 'Nothing was too much trouble'. It's good to add this kind of facility to your website – no matter what business you're in, and it can be very useful in building confidence in your business.

#### Events

Bringing your customers together can also be a really positive experience. A preview of a new designer range. An expert talk from a professional in your field. A flower arranging demonstration, and so on. Happy customers, indulging in their passion, will help spread the word to yet more potential customers.

**Top tip:** Put yourself in your customers' shoes. What could you do to make it a more remarkable experience?

## APPENDIX – Templates



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# A brief guide to search engine optimisation (SEO)



Once you have established a website, the next step is to try and become as visible as possible to people who may be interested in what you sell.

From a local perspective, that means that you want people to find you when they type in 'Your type of Business' + 'Your locality'. For example: 'Gent's outfitter, Durham', 'Islington HiFi specialist', or 'Interior Designer, Exeter'.

Here are three basic steps that could help you to gain better visibility:

1. Research the terms people are searching on. Visit <https://adwords.google.com/select/KeywordToolExternal> and type in a particular search term that you think might be relevant to your business, like 'Pizza restaurant, Cambridge' or 'Party organiser, Manchester' for example. Google will then show you how many people searched on that particular search terms in the last month. It also gives you other suggestions, so you can build a picture of the most popular terms relating to your business.

2. If you want to appear when people search on those terms, the precise wording needs to appear on your website. Ideally each term would appear as a page title, as the first heading on that page and in the text on the page. So for example:

Page title: Healeys – Islington HiFi specialist

Heading on page: Your Islington HiFi specialist

Opening text: Being the Islington HiFi specialist means that we get to meet lots of wonderful people from...

3. What you need now is to encourage as many links as possible from reputable websites, pointing at your website, featuring the same keyword text.

You can achieve this through local directories. You could ask the brands you sell in your store to put a link from their websites. You could write articles for other websites and local newspapers with links back to your website.

Following these basic steps is a start. If you would like to know more, you should talk with a local search engine optimization (SEO) agency. You can probably find one by searching 'SEO' + 'your town', or 'SEO agency' + 'your town' in a search engine, 'SEO Brighton' or 'SEO agency York', for example.

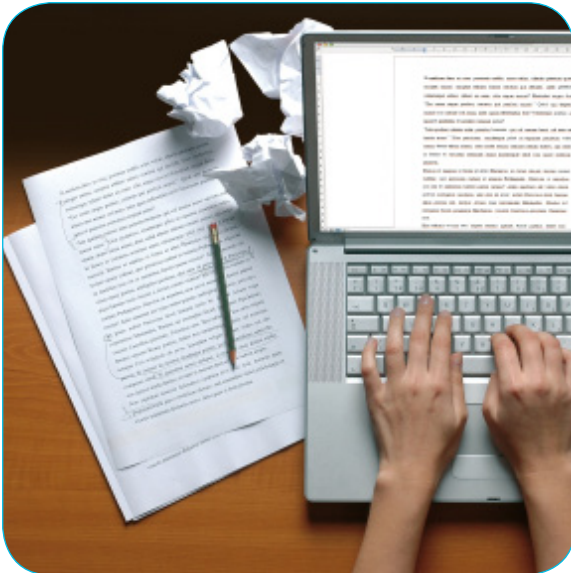
# A briefing template for creative agencies



To get the best out of a creative agency, whatever it is you want them to do, you need to give them quality information. If you use this template for an initial briefing, it should get the project off to a good start:

Name of company:
Person in charge of project:
Contact details:
Business type – describe your products and services:
Campaign objectives – what you want to achieve:
Type of campaign – press, leaflets, PR, outdoor, etc:
Campaign focus – which part of your business do you intend to promote:
Target audience – who are you trying to reach:
Unique selling point – what makes this part of your business special? What's the one reason people might be really interested?
Other features and benefits:
Scope of project – Things that you want included, things you don't want to cover:
Budget restraints:
Timings:

# How to write a press release



## Online guides

Click to read more on 'How to write a press release' at these online sites:

Journalism.co.uk  
PRWebDirect.com  
WebWire.com

Think of a press release as an upside down pyramid of information. The headline contains the news. The first paragraph expands on it with all the detail. Subsequent paragraphs expand on the facts.

The idea is that if an editor cuts your article from the bottom, even if she or he only uses the headline and the first paragraph, you would still get your essential message across.

### Headline Announces News – keep it short and to the point

The first paragraph is a full summary, elaborating on the news, with all the essential detail about what makes this new, exciting, different, when, where, why, in three to four sentences.

Now expand on the subject in short paragraphs. Perhaps some statistics about why this new product or service is needed. Then some more detailed information about its other attributes. Finally, perhaps a quote from a user, customer, or from the manufacturer about how good it is and why it's special.

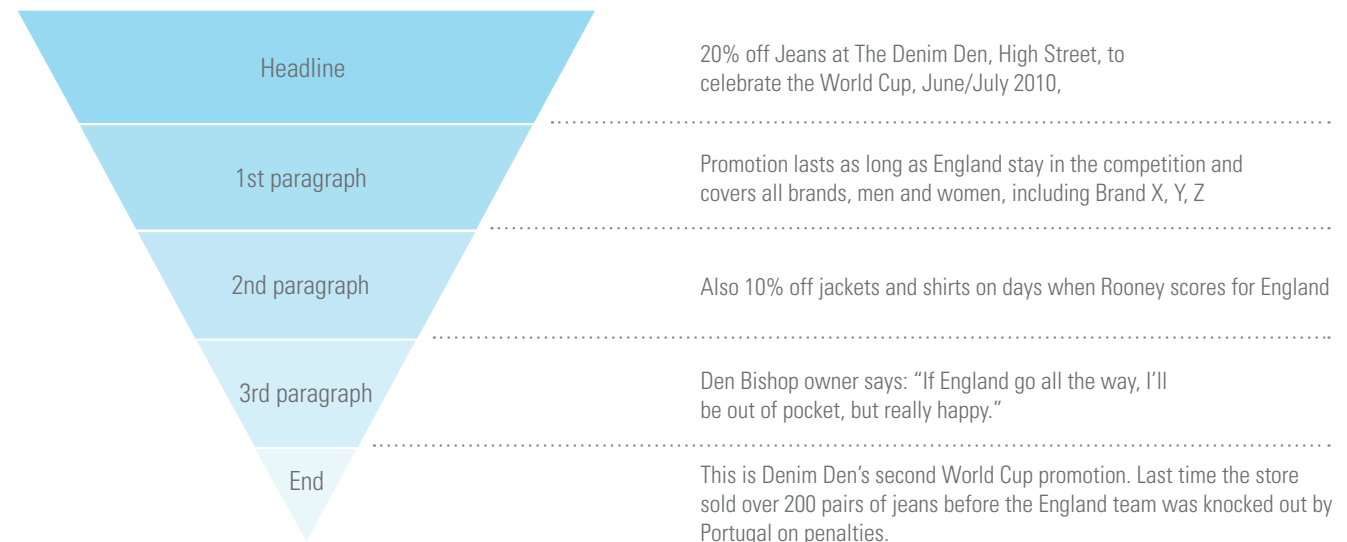
The tone of your press release should be neutral and objective, as if written by a journalist, not full of hype

typically found in an advertisement. Avoid directly addressing the consumer or your target audience. The use of "I," "we" and "you" outside of a direct quotation is a flag that your copy is an advertisement rather than a news release.

At the bottom of the page, include your name and contact details. You might want to include email, telephone and mobile numbers to be as accessible as possible.

### Photographs

If you have interesting photographs, you should use them, but never include huge files in an email. Instead show a tiny screen resolution picture and provide a link to where an editor can get the photo, or your email address, where they can request you to send a high-resolution version.



# Legals checklist



## What this does

Create a checklist that ensures your campaign meets all the relevant legal considerations.

## Template

Claim 1:	Substantiation:	
Claim 2:	Substantiation:	
Claim 3:	Substantiation:	
Offer 1:	Clearly defined:	
	Deadline?	
Offer 2:	Clearly defined.	
	Deadline?	
Competition:	Rules checked?	
	Terms and conditions included?	
Prize Draw:	Rules checked?	
	Terms and conditions included?	
Industry requirements?	Met?	
Trading standards?	Met?	
Proofed for errors and omissions		
Signed off by		

## Example

Claim 1: Special service for mum's	Substantiation: New service created for them	✓
Offer 1:	Clearly defined: 10% off, only with voucher.	✓
	Deadline? Included on voucher	✓
Competition:	Rules checked?	n/a
	Terms and conditions included?	✓
Prize Draw:	Rules checked?	n/a
	Terms and conditions included?	n/a
Industry requirements?	Met?	✓
Trading standards?	Met? No dubious claims. All in good faith.	✓
Proofed for errors and omissions	Shannon	✓
Signed off by	Fernando	✓

This is just an example of the legal considerations you might include. You should change the elements, depending on your campaign and your specific business.

# Measuring and monitoring



## What this does

Marketing is twice as valuable when you can learn from it. Always spend some time analysing a campaign to try and understand how you could improve it next time. Write down any learnings and make sure they are included in the background to a brief for your next campaign.

Monitoring	
1. Did we meet the objective we set?	
2. Are there measurable items like coupons, vouchers that are directly linked to the campaign?	
3. Can I compare sales figures for the same period last year?	
4. Have I noticed a difference in sales activity on products featured in the campaign?	
5. Have I noticed a change in the type of customers I am now getting?	
6. Can I see if spend per customer has changed over the period of the promotion?	
7. Was there more footfall/traffic/phone calls/bookings/online visits during the period of the campaign?	
8. Did customers give any feedback on specific elements of the campaign?	
9. Have we created a sustained change in business or was it a short-term success?	
10. Did the campaign cost less than the profit it generated?	

This is just an example of the things you might consider. You should change the elements, depending on what is important to your business.



## Examples of local advertising



Single page A5 ad: Put these up at local stores, newsagents, hotels, and tourist offices or they can be used as newspaper inserts.



Postcard: Cheap to produce, and quick to distribute, these can be left on the table at pubs or in store windows.



4-page folded leaflet: Hand these out to people on the street or drop them into mailboxes at residential areas near your establishment.



Outdoor posters: These can be brilliant at raising awareness of your offering for people coming into your locality.



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- 6) The promoter is Precision Printing Ltd. Registered Company Number 3769186. Registered Address Precision House, 1 Pentrepoeth Road, Morriston, Swansea, SA6 6AA.



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Michael Bell is a creative and design agency working across a diverse market sector. Their approach is based on providing inspirational and intelligent creative output. Many of their client relationships are long established and are testament to the quality of design and service they provide. They work across a range of print and digital disciplines including design for brochures, posters, leaflets and other promotional material. 20% saving excludes copy-writing services

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