

Why is it when a man wakes up in the morning after sleeping under an **advertised** blanket on an **advertised** mattress wearing **advertised** pajamas; wakes up, takes a bath in an **advertised** tub, shaves with an **advertised** razor, washes with an **advertised** soap, puts on **advertised** clothes, sits down to a breakfast with **advertised** coffee, puts on an **advertised** coat, drives to his office in an **advertised** car, types with an **advertised** computer...then he refuses to **advertise**, claiming **advertising** doesn't work...

So later when his business falls...he advertises it for sale!

Why Advertise

- **Advertising increases Sales - Advertising works.** Successful businesses are usually strong, steady advertisers.
- **Advertising generates traffic** - It's a simple equation: more traffic=more sales.
- **Advertising pays in the long run** - Businesses that maintained or expanded advertising over a five-year period saw an average of a 100% sales increase. Those who cut advertising saw their sales increase only 45%.
- **Advertising retains existing customers** - Consumers have more choices than ever and you must advertise to keep the pace.
- **Advertising reaches new customers** - In your ever-changing market, the more potential customers you reach, the better.
- **Advertising is being done by your competition** - For every customer there are at least two businesses that want their business. Don't let your competitor have it!
- **Advertising maintains awareness through the buying process** - Most people comparison shop and take their time to make a decision. Advertising keeps your business "top of mind".
- **Advertising conveys a positive public image** - In a competitive market, rumors and bad news travel fast. Advertising can correct that.
- **Advertising maintains employee morale** - Positive advertising boosts morale. Your employees receive reinforcement that their jobs are stable, and your business is here to stay.



www.wdez.com

P.O. Box 2048 • Wausau, WI 54402-2048

phone: 715-842-1672 Wausau • phone: 715-344-6050 Stevens Point • fax: 715-848-3158