

# WHY ADVERTISE?

Check 7 things you'd like your advertising to do for you.

- |   |  |
|---|--|
| <input type="checkbox"/> Sell products/services today                       | <input type="checkbox"/> Promote a new department                  |
| <input type="checkbox"/> Increase foot traffic                              | <input type="checkbox"/> Turn old inventory (sale)                 |
| <input type="checkbox"/> Generate leads online                              | <input type="checkbox"/> Increase name awareness                   |
| <input type="checkbox"/> Generate leads by phone                            | <input type="checkbox"/> Promote new store opening (grand opening) |
| <input type="checkbox"/> Build/improve image                                | <input type="checkbox"/> Promote seasonal merchandise              |
| <input type="checkbox"/> Educate consumers                                  | <input type="checkbox"/> Promote seasonal services                 |
| <input type="checkbox"/> Differentiate your business from competitors (USP) | <input type="checkbox"/> Promote seasonal event(s)                 |
| <input type="checkbox"/> Generate new customers                             | <input type="checkbox"/> Justify a higher price                    |
| <input type="checkbox"/> Branding: Become known before you're needed        | <input type="checkbox"/> Announce a new product or service         |
| <input type="checkbox"/> Expand demographics                                | <input type="checkbox"/> Promote regular price merchandise         |
| <input type="checkbox"/> Expand geographic reach                            | <input type="checkbox"/> Build employee morale                     |
| <input type="checkbox"/> Give directions to location(s)                     | <input type="checkbox"/> Counter a negative image (PR)             |
| <input type="checkbox"/> Support sales objectives                           | <input type="checkbox"/> Drive traffic to your website             |
| <input type="checkbox"/> Start people talking (enhance word of mouth)       | <input type="checkbox"/> Get the phone ringing                     |
| <input type="checkbox"/> Meet the competition (share of voice)              | <input type="checkbox"/> Keep existing customers (repeat business) |
| <input type="checkbox"/> Position your business                             | <input type="checkbox"/> Change outdated perceptions of business   |
| <input type="checkbox"/> Gain top of mind awareness                         | <input type="checkbox"/> Recruit new employees                     |
| <input type="checkbox"/> Promote new merchandise                            | <input type="checkbox"/> Highlight product or service enhancements |
| <input type="checkbox"/> _____  | <input type="checkbox"/> _____                                     |
| <input type="checkbox"/> _____  | <input type="checkbox"/> _____                                     |
| <input type="checkbox"/> _____  | <input type="checkbox"/> _____                                     |

Then **circle** the 3 of those 7 things your advertising **MUST** do for you.