



Part of the Washington SBDC Podcast Series

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Hook, Line, and Advertising:

Are you wondering: “Why aren’t my ads working?”

You are probably fishing with the wrong bait!

4 criteria for creating an effective ad: (AIDA Model)

1. **Attention:** your ad *must* be noticeable. It should stand out through design, positioning, a noticeable headline or opening statement, etc. Choose the media that is appropriate for the audience you are trying to reach.
2. **Interest:** do *not* create a boring advertisement. Make your ad interesting! Draw the target audience in! Communicate the benefits you can deliver. Don’t allow anyone to wonder, “So what?”
3. **Desire:** create a desire to have the benefit you can provide. For example, the campaign for the milk industry which made us thirsty for milk.
4. **Action:** call on your customers to act in a way that will benefit your business. Get them to involve themselves in any way to enhance your chances of making a sale. For example, wineries offer free tastings which is where they sell a great deal of their product.

Get feedback from your target market before you use your advertisement.

Check your bait!

Visit your local SBDC for no-cost, confidential advising services: www.wsfdc.org