



"When you're winking at a girl in the dark, you know what you're doing, but nobody else does," says Adèle Maritz.

Wink at your customers

Missing out on a romantic date is one thing, but missing out on customers is another. I have focused on various marketing and branding principals over the past months and decided this month we'll talk about the all-important 'shout-out' called advertising.

Advertising says, "hallo, this is who we are and what we do,"n a scale you could never accomplish in person. It opens the door and sets the tone of your relationship with your customers long before you can showcase exceptional service, product ranges and

beautiful store layouts.

Advertising is still the only medium you have full control over. You can control who it's targeted at, when it displays and what the message is. It's the key to driving customers to your blog, website and to your store. Advertising also lends credibility to a business, creating the perception that the business is a professional player in the industry.

In short, advertising amplifies everything else you do – it creates awareness for your brand; function as a referral source for future needs; become a source

of pride for employees or create the view that your business is part of the local community.

No article on advertising will be complete without touching on the age old debate; do you advertise when business is doing well or when it slows down? The important point to keep in mind when pondering this question would be that advertising works in cycles. It might be a while before a prospect becomes a customer. When you are under pressure and intensely focused on results, you might not be thinking 'out of the box' and creative advertising over >>>

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