

## Think Small To Get Big Results

**Y**ou need to advertise in one or several publications, but your budget can't handle the cost of several full page ads. What do you do?

The answer for many breeders is to ignore the fact that frequency is at the heart of an advertising program. So they settle for one or two page ads in a publication during the year. Under the best of conditions they reach a small fraction of their intended audience. It's like a shot in the dark — not likely to reach the target.

The solution is to run small ads.

Everything being equal, big ads are certainly better than small ads. But when it comes to big ads and low frequency versus small ads and high frequency, small ads win.

The trick is to produce the right kind of small ads. First thing to remember is that small ads aren't page ads shrunk to fit the space you can afford. Effective small ads are Spartan. They are trimmed of excess hair and fat until there is only bone and muscle left — and only enough of that to get your main point across.

In a page ad you might say, "We will be pleased to mail you a free copy of our herd brochure if you will write or telephone us." In a small ad you say "Free Brochure." People who write small, direct response ads for a living advise to either start with a large ad and cut it down to its most elemental and powerful components, or to write a page of copy one day then go back and cut it down to size the next day.

John Caples, in his definitive advertising book, "Tested Advertising Methods," says that short, attention-grabbing headlines are necessary. One word heads are best — words that zero in on prospective customers. Not, "Are you hard of hearing," but "DEAF?" Not, "We have plenty of money to loan to qualified customers," but "LOANS."

I remember an ad from a few years back when everyone wanted bigger cattle.

This ad was one column wide and less than two inches deep. In bold type the headline read, "Big Angus." Below the headline was a photo of the advertiser's big bull. Below that was the breeder's name and telephone number with an invitation to call collect. It stood out and I bet he got some calls.

An exception might be an ad that looks like an editorial photo in the publication you are using. In this case you use a great photo of an animal or a person, or some other attention-getting scene, with a brief cutline to explain your offer and ask for action.

Small, well done ads can work harder



The offer of something FREE always attracts attention and can be particularly useful in a small ad. A headline like "FREE AI Certs" with an offer of a free certificate with so many units of semen bought could be effective. At least you get the idea about small ads. In a small ad make one bold offer to catch the reader's eye and ask for action.

What about photos? Most advise to use a photo in a small ad only if it is essential to your message. Since the illustration will take up most of the space, it has to carry the bulk of the load of stopping readers and delivering the message.

than their size would indicate, particularly since their cost allows you to advertise with frequency. They allow you to be in every issue of a publication for what you might spend on one or two full pages. Frequency, constancy and quality are needed to develop top-of-the-mind awareness. Often this is possible only by using less than full page ads.

To paraphrase advertising expert John Caples: Small ads enable small businesses to advertise where they could not otherwise afford to. Small advertisers sometimes become big advertisers!