

How to Measure Advertisement **SUCCESS**

By Tom Cronin

Many have tried to develop a system to precisely measure the success of any given form of advertising and have failed because there are too many factors in the complex world of PR. Successful advertising has many dimensions. Effective advertising and PR can be about enhancing brand awareness, sales, or image awareness; client market share building; how many clicks you get on your website, etc.

Success PR offers an improved approach to increase sales and maximize your profit while successfully measuring your PR and advertising expense. Success PR is introducing our Media Planning and Buying Division to help you in these difficult times. "Media planning" is the process of selecting time and space in various media for advertising in order to accomplish marketing objectives. At Success PR we utilize three methods in a planning process: setting objectives, market strategy, and cost effective tactics. A media objective states what you wish to accomplish. It is usually specified in terms of the target audience, reach, and frequency. A media strategy specifies the means for achieving the media objectives. A strategic decision is how to allocate the media budget geographically; that is, deciding in which markets to advertise and how much to spend in each of these markets. In making these decisions, we are guided by your past sales and market shares of a brand in different markets as well as future expectations. Category and brand development are often used for these purposes. A defensive media strategy allocates more money in a market where sales are high, whereas an offensive strategy allocates more money in a market where sales are low but there is potential to grow. Media tactics consist primarily of the activities of selecting media vehicles in the most cost-effective manner to ensure the successful execution of media strategies. Among the

criteria for selecting media vehicles are target audience delivery, cost efficiency, the editorial environment, advertising disorder, reproduction quality, and ad positions with the medium.

The Internet has emerged as a medium for marketing and advertising since 1994. At Success PR we use the Internet as opposed to only conventional advertising media in several respects. We use our Success Magazine as a communications channel in print and online, and we also have a transaction and distribution channel through our Success-Coupons.com website. Our readers and consumers can obtain information through our articles and make purchases and payments all through our Success-Coupons.com. No other medium can accomplish these marketing functions instantly, without resorting to other means. Our Success PR websites are by nature interactive. Readers can initiate a shopping process by visiting our websites and clicking on hyper-linked text for more information. It is a two-way communication, with the Internet serving as a provider of customized content that meets an individual's needs.

We now offer Success TV which has the capacity for multimedia content. Success Magazine, Ltd. offers not only text and graphics but also audio and video content on our new Success TV. The multimedia nature of Success through the Internet is suitable for high-impact advertising. The Internet has become an integral part of the media mix for many advertisers. Success TV offers online video webinars, Success TV commercials on our Success TV and YouTube, and we are now offering Success TV commercials as digital signage throughout the region in many of our clients' offices, showrooms, restaurants, and resorts. We offer online TV commercials, webinars, animated banner ads, sponsor logos, and a method to measure all of these functions through our Internet monitoring vehicles.

We can accurately measure the success of your advertising and show you a progressive return on your investment. Success TV can sell video advertising for \$10-\$50 per 1,000 viewers. That means you have to spend between \$0.01 and \$0.05 for one person to see your ad. Not very inspiring—at least not until you consider television advertising rates. TV advertising is priced similarly to our online video advertising (\$10-\$50 per 1,000 viewers), yet TV has very little in common with online video. TV

audiences are captive—they cannot choose which advertisements they watch. Online video viewers have elected to watch your content—it's not being forced upon them. To put it another way, your typical online video viewer is paying attention because they've requested to see your ad (pay per click). That's a huge advantage over television advertising. TV advertising has an average response rate of 0.1%. For every 1,000 TV advertising viewers, one person responds. In the online world, the industry average response rate for web content is 1-2%. For every 100 people, one or two people respond. If online video response rates offer similar performance to web content and are indeed ten times higher than TV response rates, shouldn't online advertising be ten times more expensive than television? Using this analysis, online video viewers are worth \$0.10 to \$0.50 cents each. The true value of one single online video viewer is likely somewhere between \$0.01 and \$0.50. By measuring the response rate as to how many hits we receive and how many customers respond immediately to your ad by purchasing through our Success TV to Success-Coupons.com, we show a very high yield and ROI. We are the first in our region to offer such a comprehensive PR package: from media planning, public relations planning, to the implementation of your plan with our multimedia Success PR.

At Success PR we can develop a monthly plan and budget that can meet all of your needs. We will establish a method to measure your success and provide you with an increased customer base, increased sales, and an increased bottom line. In a tough economy you want to ensure that you get the highest quality of public relations and advertising at a reasonable cost. We at Success PR will help you plan for your success.

