



Is it Better to Run a Poor Quality Ad Than No Ad At All?

Browse any metro newspaper entertainment or weekend section and you'll see hundreds of ads for businesses of all kinds. Some of the ads are eye-catching, provocative and effective...and some, not so much.

Many small businesses choose to design their own ads. There is nothing inherently wrong with this; frankly, the problem is with the designer. Unless you have experience in ad design, marketing principles and techniques, as well as printing practices, you shouldn't be producing your own ads.

That's not to say that you shouldn't be involved in the process at all. On the contrary, your involvement in all aspects of your marketing strategy is imperative. After all, who knows your business better than you?

A professional designer needs and wants your input and knowledge. Your marketing materials must be an accurate reflection of you, or you risk confusing and turning off potential customers. It is the designer's job to use their experience and tools to translate the flavor of your company into the most popular dish on the menu.

What is the image of your business worth?

Is it worth spending a bit more for professional design services? That's for you and your accountant to decide. While you're thinking about it, ask yourself if your current designer possesses the following:

- **Knowledge of advertising design principles** – as in any industry, there are certain proven practices for the creation of effective ads. Experienced designers implement these practices for your benefit.
- **Knowledge of marketing** – staying abreast of marketing trends is how designers stay on top of their own competition, by creating successful ads for their clients.
- **In-depth understanding of your business, your message, your goals** – a professional will learn to speak your language. This is the only way to produce ads that will achieve your business goals.
- **Marketing partnership** – a professional designer will not just create an ad here, a postcard there for you, they will work with you to establish an image for your business. Having an image is essential for your business to be instantly recognized and remembered.
- **Knowledge of printing and publishing processes** – this is vital to ensure the design you want and approve will translate effortlessly to the printed page.

The downside of not going pro...at best, your ad is ineffective and a waste of your advertising dollar. At worst, your image is damaged and the public gets the wrong idea about your business.

My mom always warned me, "don't go to the supermarket in sweat pants, they're not flattering, and you never know who you might meet." Mom understood the power of impressions. So, take it from Mom, don't put out a poor quality ad, you never know who may see it and get the wrong impression about your company.

If your ads are not being created by an experienced professional, then you may be doing your business a huge disservice.

Do you rely on the publication in which you're advertising for the design of your ad? Here's the problem with that: they're doing ads for all sorts of businesses, normally on a tight turn-around. Most publications won't take the time understand your business and the best way to promote it.

Talk to a professional designer before you book your next ad!

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