

Promotion and Advertising

Chapter 18

Unit 4

Performance Objectives:

You will brainstorm a list of promotional methods. You will then group the methods into general categories through a classroom discussion. You will choose methods you feel are appropriate for promoting your own business. You will research and evaluate each method in terms of cost, audience, lead time, and reach.

You will read about and discuss the four elements of design. You will then use a rubric to evaluate advertisements as to how they comply with or violate the four elements of design. You will recreate the advertisements in Microsoft® Word following the four elements of design.

You will create promotional material for your own company, including business cards, a flyer, and a label which comply with the four elements of design.

You will use a rubric to evaluate the purpose (sales, info, promotional) of and “user friendliness” of several commercial Web sites. You will discuss the use of shopping carts, payment options (PayPal®), security, and shipping. You will decide on the purpose of your Web site. You will use Inspiration® (flowcharting software) to lay out the structure of your Web site. You will create a practice HTML document using the WYSIWYG editing feature of Web design software. You will create your business Web site using the WYSIWYG feature.

Evaluation Criteria:

Successful completion of this chapter requires you to:

- 1. Brainstorm a list of promotional methods.
- 2. Categorize the list of promotional methods into promotion and advertising.
- 3. Choose five promotional/advertising methods.
- 4. Read about promotion and design.
- 5. Use rubrics to evaluate advertisements.
- 6. Fix poorly designed advertisements following the elements of design.
- 7. Design and create a business flyer using Microsoft® Publisher.
- 8. Design and create a business card using Microsoft® Publisher.
- 9. Read about labeling requirements.
- 10. Create a product label using Microsoft® Publisher.
- 11. Evaluate eight business Web sites.
- 12. Plan purpose and layout of your business Web site.

Getting the Word Out

It doesn't matter how good your product or service is, if the general public doesn't know that it exists, no one is going to buy it! You can't just set up shop and wait for the customers to roll in. Not only do you have to tell the world that you exist, you also have to convince people to buy your product or service.

Task 1: Methods for Getting the Word Out

List all of the ways that you can think of that (1) lets people know that your business exists, and (2) convinces them to buy from you.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.

Now group these methods of getting the word out into two broad categories:

Promotion

Advertising

Task 2: Choosing Advertising and Promotional Methods

Decide on five advertising and promotional methods that would be most suitable for your business. Using the Internet and the phone book, find the cost, lead time, audience and reach for each of the five chosen methods.

1.

2.

3.

4.

5.

Task 3: Promotion and Design

Read the information below.

According to admedia.org, of the nearly \$224 billion spent by US advertisers in 2001, television accounted for 22.5%, direct mail 19.8%, newspapers 19.3%, radio 7.7%, Yellow Pages® 5.8%, magazines 4.7% and the Internet 1.8%, with other media accounting for the remaining 18.4%.

That 18.4% is made up of an array of techniques including flyers, brochures, signs, and business cards, which along with Yellow Pages®, local newspapers, and specialty magazines; sometimes collectively known as **mini-media**, they are the major promotional and advertising techniques used by small businesses.

Since the design and appearance of your marketing materials will affect the public's perception of your business, it is important that you design them carefully.

The Four Elements of Design

The way you present your business to others is extremely important. From your logo to your business cards and Web site, each piece of material with your company name on it reflects on you and your company. You should always keep the image you want to portray in mind. When designing your marketing materials, always refer to your positioning statement to keep your materials consistent with your position.

Throughout the BEST® course you are going to be producing marketing materials to help your business grow and give it a good image, such as business cards, advertising flyers, a business logo, and business and personal Web pages. To make sure that these business materials will be effective, you need to know a little bit about **design**. A good image, and the success of your business, comes about through good design.

There are four basic design principles: proximity, alignment, repetition, and contrast.

If you consciously design your Web pages and other marketing materials around these four principles, you will see a dramatic improvement in the appearance of your work.

The four elements of design:

- **Proximity:** Reduce the number of visual units on a page by grouping related items close together.
- **Alignment:** To create a clean, organized page, choose one alignment and use it throughout the page. Avoid center alignment. Lack of alignment is the biggest cause of unpleasant looking pages.
- **Repetition:** Try to create a sense of unity throughout the page by repeating a color, style, line thickness, texture, etc.
- **Contrast:** Either make all of the elements on the page the same (font, color, thickness, spacing, shape, etc.) or make them markedly different.

Sample:

Proximity: Plants grouped together and herbal products grouped together

Repetition: Font repeats throughout ad

Alignment: Everything is left aligned

Repetition: Flower vine image repeated

Contrast: Phone number bolded for impact; use of large capital letters

Appalachian Herbal Essentials
ethically grown
medicinal herbs and herbal products

- Live plants
- Bulk dried herbs
- Seeds
- Rootstock
- Aromatic oils
- Teas
- Soaps

Come visit our farm:
42255 Old Farmhouse Road, Athenia, Ohio 45700

Our online store is always open:
www.appalachianherbal.com

Call **740-555-3213** for phone orders

Task 4: Learning to Evaluate Design – Using Rubrics

Read the paragraph below on evaluation using a rubric; then score the three pizzas using the rubric provided.

Before you start to make your own business cards, ads, flyers and Web pages, you need to look at samples of each of these materials to determine what's good and what's not so good. You will evaluate these materials in terms of the four elements of design. You will also evaluate Web pages for content and navigation in addition to the four elements of design.

To help you do this we have made an evaluation tool called a **rubric**. This rubric will help you assign a score to various promotional and advertising materials.

Here's a sample problem to show you how rubrics work.

	Poor Quality = 1 pt.	Medium Quality = 2 pts.	High Quality = 3 pts.	Score
Temperature	Pizza was cold	Pizza was warm	Pizza was hot	
Number of Toppings	More than 1 topping missing	1 topping missing	All toppings present	
Quantity of Cheese	Cheese covered less than $\frac{1}{2}$ of the pizza	Cheese covered $\frac{3}{4}$ of the pizza	Cheese covered entire pizza	
			TOTAL SCORE:	

Let's say you're the food editor for the local newspaper. This week you've been asked to rate the pizza parlors in town. Here's the description of the three pizzas that were delivered to your office.

Use the rubric to give each pizza a score:

- **Mamma Jo's Pizza:** Pizza was warm. You ordered pepperoni, onions, and mushrooms but only got onions and pepperoni. The pizza was delivered on time but about $\frac{1}{4}$ of the cheese was missing. Score =
- **Monopoly's Pizza:** The office was warmer than the pizza when it arrived. It should have had green peppers, sausage, black olives, mushrooms, anchovies, and jalapeno peppers. It arrived with jalapeno peppers, sausage, black olives, and mushrooms. The pizza was covered from edge to edge in loads of mozzarella cheese. Score =
- **Pizza Barn:** When the ham, sausage, and pepperoni pizza arrived, it was piping hot. The ham was delicious but you had tasted better pepperoni and sausage. The pizza would have been better if the last quarter of it had been covered in cheese. Score =

Task 5: Evaluating Advertisements

In this exercise you will read information about the four elements of design and evaluate sample ads to see if they follow the design characteristics. This activity will help you learn how to design your ads, flyers, business cards, business Web pages, and other promotional material.

Click the following links to learn more about the four elements of design and write your comments below.

[Four Principles of Good Design for Websites](#)¹

[Design Like the Pros Shortcut Tips](#)²

¹Four Principles of Good Design for Websites: <http://www.myinkblog.com/2009/03/21/4-principles-of-good-design-for-websites/>

²Design Like the Pros Shortcut Tips: <http://amylarsendesign.com/?p=186>

Task 6: Fixing a Very Badly Designed Ad

In this activity you will have to use everything you have learned and practiced so far in this chapter to improve the look of a very badly designed ad.

1. Find a copy of the Yellow Pages®. Look through the ads and find one that violates the four elements of design.
2. Photocopy the ad. If you have a scanner, you could scan the ad instead of photocopying it.
3. Recreate the ad in Microsoft® Word (or whatever program you feel is appropriate), fixing the design problems.
4. After you have changed the ad, write a list of exactly what changes you made and explain why you made them.

Elements of Design Advertisement Grading Rubric

Points Description	1 Unacceptable - Redo	2 Good	3 Excellent	Totals
Ad 1 Proximity	More than one of the following like items NOT grouped together: <ul style="list-style-type: none"> • Medical specialties • List of doctors by specialty • Office hours 	One of the following like items NOT grouped together: <ul style="list-style-type: none"> • Medical specialties • List of doctors by specialty • Office hours 	All the following like items are grouped together: <ul style="list-style-type: none"> • Medical specialties • List of doctors by specialty • Office hours 	
Ad 2 Proximity, Alignment	More than one of the following items NOT grouped together: <ul style="list-style-type: none"> • Lawyers and their business slogans • Who they represent • Telephone numbers NOT all text and objects all right or all left justified.	One of the following items NOT grouped together: <ul style="list-style-type: none"> • Lawyers and their business slogans • Who they represent • Telephone numbers NOT all text and objects all right or all left justified.	All the following items are grouped together: <ul style="list-style-type: none"> • Lawyers and their business slogans • Who they represent • Telephone numbers All text and objects are all right or all left justified.	
Ad 3 Proximity, Alignment, Repetition	More than one of the following items NOT present: All of the following items grouped together: <ul style="list-style-type: none"> • Hours • Business services/descriptions All text and objects are all right or all left justified. Repeat font style in diamond-shaped bullets Change all caps to upper and lower case Change font to match graphic	One of the following items NOT present: All of the following items grouped together: <ul style="list-style-type: none"> • Hours • Business services/descriptions All text and objects are all right or all left justified. Repeat font style in diamond-shaped bullets Change all caps to upper and lower case Change font to match graphic	All of the following items grouped together: <ul style="list-style-type: none"> • Hours • Business services/descriptions All text and objects are all right or all left justified. Repeat font style in diamond-shaped bullets Change all caps to upper and lower case Change font to match graphic	

Grade Scoring:

A = 12 points

B = 9 – 11 points

C = 6 - 8 points

Grade Total _____
Less than 6: mandatory redo for better grade, or else F

Task 7: Designing Marketing Materials – Flyers and Business Cards

Read about other forms of mini-media small businesses use in advertising and promotion on the next page. Below are the flyer and business card for JR's U\$ed CDs. Study both of these examples of marketing materials. Then make a flyer and business card for your own business using Microsoft® Publisher.

JR's Flyer

JR's U\$ed CDs

JR's Grand Opening Sale

We sell low and buy high

Need some quick cash? Got some old 80's CDs laying around? How about your old 60s, 70s vinyl records? Bring them to us! We pay top dollar for your used CDs, records and tapes. Hey—you aren't listening to them anyway!

We carry a GREAT selection of used music... You are going to find something you want here! Come in and browse.. No charge for that! Ask about our Punch Card Club!

Tel: 740-555-5555

JR's Grand Opening Sale

18 Main Street
Athens, Ohio 45701

Phone: 740-555-5555
Fax: 740-555-5555
E-mail: JR@mrtoys.com

**Buy one CD get one
For \$3.00**

JRS USED CDs, INC.
Now open on Main Street, Athens
Tel: 740-555-5555

Expires 1/20/02

JR's Business Card



Mini-Media

As opposed to mass-media, mini-media is a basket of marketing techniques that small business entrepreneurs can use effectively locally and cheaply. In addition to telephone marketing (which many people don't like so beware) and classified ads in small local papers, the best mini-media making machine is your home computer.

You can use your computer and printer to produce a great deal of advertising and promotional material at very low cost. Some mini-media ideas that you can use are:

Flyers: The mainstay of the entrepreneur on a budget. Easily and cheaply produced on your computer (as you're about to see) you can post them on bulletin boards, use them as bag stuffers, insert them in billing and other mailings, leave bundles in building lobbies where allowed and even slip them under windshield wipers.

Business Cards: At one time you had to order these from a printing company but now you can turn out sophisticated business cards cheaply using your computer and special card stock. Make sure your logo is on the card and keep the design consistent with your positioning statement. Hand these out everywhere you go!

Brochures: Pack as much information about your business as you can into these simple 3-fold information packages. Circulate to customers and potential customers.

Door Hangers: A favorite of home delivery and service businesses, print your business info on heavy card stock and hang on potential customers doorknobs.

Newsletter: Easily produced on your computer, send these to your customers to keep you in their mind and to let them know what new products or services you offer.

Gift Certificates, Birthday/Holiday Cards, Signs, Bumper Stickers, and T-Shirts can all be produced effectively and cheaply using your computer!

Task 8: Product Labels

Read the information below about product labels.

You can pretty much put on your brochures, flyers, and business cards whatever you like, as long as it is legal and in good taste! With product labels however, the story is somewhat different.

When you design a label for any product, it certainly should be aesthetically pleasing, conform to the elements of design, and be appropriate to your company positioning statement. However, by far the most important consideration in the design of the label for a food, nutritional supplement or cosmetic product is that it conforms to the rules and regulations established by the Food & Drug Administration (FDA).

Products must have at least one main label, the **principal display panel** (PDP). The PDP is that portion of the product package most likely to be seen by the consumer at the time of purchase. If the product label has only one panel, all the required information must go on that panel. Products typically have two or more panels, a PDP plus an **information panel** (IP) plus other non-essential information panels. The IP should be to the right of the PDP and non-required material should not intervene between the PDP and the IP.

The following components must be on every label:

Name of Product: This should be the common or usual name of a food or supplement. If such a name doesn't exist, then an appropriately descriptive term should be used. When the nature of the food is obvious, a fanciful name commonly used by the public for that food can be used. For cosmetics, the product name plus an illustration or description that identifies the nature or use of a cosmetic must be included.

Statement of Ingredients: For food and supplements there must be a complete breakdown of ingredients (with sub-ingredients) listed by common or usual name in descending order of predominance by weight. In supplements that contain herbs, the common name of the herb, its Latin name, and the part of the herb used must be listed (e.g. Black Cohosh, *Actea cimifugosa* (root)). In cosmetics, the ingredients also must be listed in descending order of predominance and each ingredient must be identified by its correct government-approved chemical name. The ingredients list must be placed on the same label panel as the company's name and address, usually the IP.

Statement of Responsibility: The label on foods, supplements and cosmetics **must** include the name, street address, city, state, and ZIP code of the manufacturer, packer, or distributor. The street address can be omitted if the firm's name and address are listed in the current phone book. Telephone, email, or Web site are not required but can be added if the company wants to.

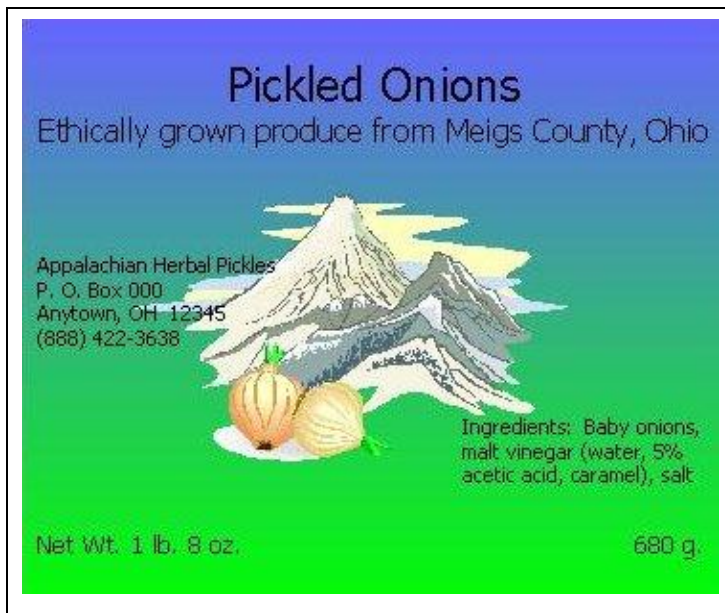
Net Weight: Food labels must have the net weight of the product displayed in the bottom third of the PDP and must be in both US Customary System units (lbs, ozs) **and** Metric units (grams, mls). Cosmetics must also list the net weight in the bottom third of the PDP, but need only be in Customary units. Metric equivalents may be added, if desired.

Sell by Date: Products with a shelf life of less than 30 days must have a sell by date. If a product must be kept frozen, kept refrigerated or refrigerated after opening, that must be stated on the PDP.

Nutritional Labeling: The “Nutrient Facts” panel is required only on food products. Supplements require a similar panel called “Supplement Facts”. Most small businesses are exempt from labeling their products with nutrient facts, **provided they make no nutritional claims** for their product. A “nutritional claim,” however, can be as simple as “contains only a small amount of sugar.” If you had that statement on your label and no “nutrient facts” panel you would be in breach of the law! In actuality, it is much better for the small business to go the extra step and put the proper nutritional labeling on their products – many retailers and many consumers will not accept foods that do not have the nutrient facts panel.

UPC code: Most products display a UPC barcode, although, the FDA does not regulate barcodes and one is not required. However, most retailers would not carry your product if it did not have a barcode. If you need more information about bar codes consult your business counselor.

Below is an example of a product jar PDP produced using Microsoft® Publisher:



Task 9: Create a Product Label Using Microsoft® Publisher

In this activity you will re-create the pickled onion label using Microsoft® Publisher. You will then create a new label for one of your products.

1. Refer to the tutorial *Creating a Flyer and Business Card in Microsoft® Publisher* located in the appendix use it to help you recreate the pickled onion label.
2. Create a label for one of your own products.

Important:

In the interests of the general public, the government takes correct labeling of food very seriously. The penalties for mislabeling products can be quite severe. Before you sell a food, nutritional supplement, or cosmetic product with a label you have produced yourself, make sure that:

1. The label does not mislead the consumer.
2. Font sizes and location of items on your label are in compliance with FDA regulations.
3. Your business counselor or advisor or other expert has reviewed it for compliance with FDA regulations.

Marketing on the Web

The World Wide Web part of the Internet has grown to become the largest marketplace in human history. Every year, more people buy more goods and services online. This trend is likely to continue for the foreseeable future. Every business large or small needs to have some sort of presence on the World Wide Web. In the following exercises you are going to evaluate some Web sites, plan the purpose and content of your business Web site, and then finally create your business Web site using Microsoft® Publisher.

Task 10: Evaluating Web Sites

In this activity you will use the rubric at the end of this chapter to evaluate eight Web sites. Log onto the World Wide Web and visit eight Web sites and use the rubric on Page 175 to score each site. Write your answers below.

Site 1:

- I. SCORE:
- II. What is the purpose (sales, informational, promotional) of the site?
- III. Is this a “user friendly” (clear, consistent, good navigation controls) Web site?
Why or why not?

Site 2:

- I. SCORE:
- II. What is the purpose (sales, informational, promotional) of the site?
- III. Is this a “user friendly” (clear, consistent, good navigation controls) Web site?
Why or why not?

Site 3:

- I. SCORE:
- II. What is the purpose (sales, informational, promotional) of the site?
- III. Is this a “user friendly” (clear, consistent, good navigation controls) Web site?

Why or why not?

Site 4:

- I. SCORE:
- II. What is the purpose (sales, informational, promotional) of the site?
- III. Is this a “user friendly” (clear, consistent, good navigation controls) Web site?

Why or why not?

Site 5:

- I. SCORE:
- II. What is the purpose (sales, informational, promotional) of the site?
- III. Is this a “user friendly” (clear, consistent, good navigation controls) Web site?

Why or why not?

Site 6:

- I. SCORE:
- II. What is the purpose (sales, informational, promotional) of the site?
- III. Is this a “user friendly” (clear, consistent, good navigation controls) Web site?

Why or why not?

Site 7:

- I. SCORE:
- II. What is the purpose (sales, informational, promotional) of the site?
- III. Is this a “user friendly” (clear, consistent, good navigation controls) Web site?

Why or why not?

Site 8:

- I. SCORE:
- II. What is the purpose (sales, informational, promotional) of the site?
- III. Is this a “user friendly” (clear, consistent, good navigation controls) Web site?

Why or why not?

Write the answers to the following questions from your class discussion.

1. Which sites were:

Sales driven?

Informational?

Promotional?

2. What makes a site look professional?

3. What makes a site look unprofessional?

4. What makes a site easy to navigate?

5. What makes a site hard to navigate?

Task 11: Planning the Purpose of Your Business Web Site

Answer the following questions to help in determining the purpose of your business Web site.

1. Will your Web site be used mainly for information sharing and as a promotional tool?

To look at an **informational** type of Web site, refer to the following site:

- **Mistretta's Italian Market:** www.mistrettas.com

2. Will your business sell products on-line?

To look at **online sales** Web sites, refer to the following sites:

- **Stewart MacDonald Guitar Shop Supply:** www.stewmac.com
- **Herbal Sage Tea Company:** www.herbalsage.com

3. Describe the purpose of your Web site here:

Task 12: Planning the Layout of Your Business Web Site

Read and then answer the following questions to help lay out your business Web site.

Web sites can be broken down into three sections.

- **Home page** (this is the first page people will see on your site, with links to the story pages)
- **Story pages** (these pages are linked directly from the home pages and contain important information on the topics listed on your home page)
- **Secondary pages** (these pages are linked to the story pages and contain details about specific topics on the story pages)

In addition, if you are going to sell your products or services over the Internet, you will need a shopping cart page and a checkout page. These pages are not written by you, however. The Internet Service Provider (ISP) company that hosts your Web site will write these pages for you. That is because there are complex computer tasks associated with these tasks such as totaling a customer's order, calculating tax and shipping, accepting and verifying credit card information, etc. it is your ISP's computer that carries out these tasks.

Based on the purpose of your Web site, discuss what you think should be on your home page. (Hint: go back to the local businesses Web pages that you looked at earlier for ideas.)

Remember to consider:

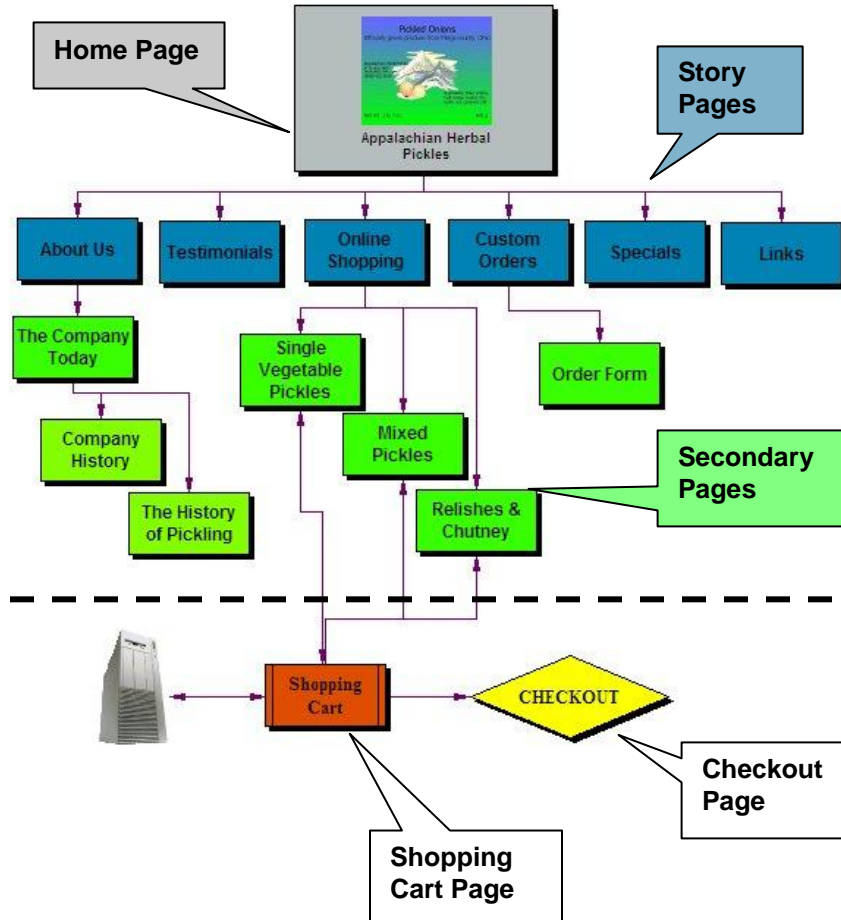
- Who your customers are and what they want to see.
- The image you want to portray.
- The four elements of design.
- The most important information should be on your home page.
- Keep your positioning strategy in mind all the time.

1. List what you think should be on your home page.

Based on what you've put on your home page, discuss what you think should be on your story pages. (Remember that these pages must link back to your home page).

2. List what you think should be on each story page.

3. Use the lists you've created to draw a flow chart diagramming how all your pages will be linked. You can use big sheets of paper, Microsoft® Word or Excel or other software. See the sample below, which we created using the popular brainstorming software, Inspiration®.



Everything above the dashed line, you can create. Leave everything below the line to your ISP.

Task 13: Creating a Business Web Site Using an Editor

You will read information which will show you how easy it is to use a Web editor to create a business Web site.

Click on the following link [How to Create a Small Business Website](#)³ and read through tutorial.

Important:

The Internet is a huge place and hundreds of millions of people from around the world can look at what you create and put on the WWW. It's the most public face that your business can possibly show to the world. When creating your business Web site consider the following:

- Do not mislead the consumer or make any claims that you cannot substantiate. Anything that's illegal/illicit in reality is just as illegal/illicit on the Web. The FDA would be as quick to prosecute you for a misleading Web site as for a misleading product label.
- Unless you want to take the risk of alienating certain groups of customers, do not associate your business Web site with any political, religious, or philosophical entity, group, idea, or opinion. Keep your Web site focused on business. If you want to share your opinions with the world, get a personal Web site.
- Do not have any animations that do not stop on your Web page. Any moving animations should stop after a few seconds.
- Never put background music on any page. It's a sure way to make a potential customer quickly hit the back button.
- Keep your positioning strategy in mind while you create your Web site.
- Make sure that all your links work.
- If you link to a new page that is not part of your Web site, make sure it opens in a new window.

³How to Create a Small Business Website: <http://www.stevepronger.com/freebook/index.htm>

Web Site Evaluation Rubric

Points	Beginning 1	Developing 2	Accomplished 3	Exemplary 4	Score
Graphics	<ul style="list-style-type: none"> • Unrelated graphics are used randomly and without purpose. • Graphics take a long time to load. • There are missing graphics. • There are blinking animations or animations that do not stop. 	<ul style="list-style-type: none"> • Images are related to the site. • Graphics load slowly. • There may be more than one missing graphic. • Blinking graphics may be used. • Animated graphics may not turn themselves off. 	<ul style="list-style-type: none"> • Images are related to the site. • Graphics load quickly. • No blinking animations are used. • Animated graphics may not turn themselves off. • No missing images. 	<ul style="list-style-type: none"> • Graphics are used effectively. • Graphics load quickly. There are no missing graphics. • No blinking animations are used. • Animations turn themselves off. 	
Text	<ul style="list-style-type: none"> • Text is hard to read. • Text in most paragraphs is all caps, all bolded, or all italicized. • Text or background color or font makes the site hard to read. • Lines break in the wrong places. • Lines of text may run into the edges of the page (inadequate margins). 	<ul style="list-style-type: none"> • Text is somewhat difficult to read. • Text in some paragraphs is all caps, all bolded, or all italicized. • Lines of text may run into the edges of the page (inadequate margins). 	<ul style="list-style-type: none"> • Text is mostly easy to read. • Text in one paragraph or phrase is all caps, all bolded, or all italicized. • Lines break in the right places. • There are adequate margins on either side of the page. • There is a balanced use of white space. 	<ul style="list-style-type: none"> • Text is easy to read. • Text is big enough to read, but not too big. • Mixed case letters are used throughout (no all capitals.) • Lines break in the right places. • There are adequate margins on either side of the page. • There is a balanced use of white space. 	
Navigation structure	<ul style="list-style-type: none"> • The navigation of the site is unclear and difficult to understand. • The appearance of the site is different with each page. • Orphan pages present (no links back). • Pages do not fit in 600 x 800 window. 	<ul style="list-style-type: none"> • The navigation of the site is somewhat unclear and not very easy to understand. • The appearance of the site is mostly consistent throughout the site. • Orphan pages present (no links back). • Pages fit in 600 x 800 window. 	<ul style="list-style-type: none"> • The navigation of the site is mostly clear and easy to understand. • The appearance of the site is consistent from page to page. • Pages fit in 600 x 800 window. • No orphan pages present (no links back). 	<ul style="list-style-type: none"> • The navigation of the site is clear and easy to understand. • The appearance of the site is consistent from page to page. • Each page has one focal point. • Pages fit in 600 x 800 window. • No orphan pages present (no links back). 	

Notes: