

SUCCESS

Public Relations and Advertising

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At Success, we provide public relations, advertising, graphic design, Web design, and event planning services to our clients. Our mission is to become an extension of your team, to know your business inside and out, to study your short-term objectives and long-term goals and to offer the marketing, design, and public relations tools your company needs to exceed your expectations.

Planning Your Ad Campaign

Every moneymaking ad campaign started with a well-developed advertising strategy. To advertise your company effectively and get the most out of your ad dollars, you need to take the same steps the best ad agencies follow for their big name clients. Use these methods to get your ad campaign on the right track before you even begin advertising your business and its products and services.

Your Marketing Plan

There are several key factors you must identify to make your marketing plan a strong one:

- Who are your potential customers?
- What's the most effective way to attract potential customers?
- What do your customers desire?
- How can you pose your product or service in an engaging manner?
- Look closely at your target market—their age, sex, profession, income level, educational level and residence.
- Is there a demand for your product or service?
- What are the similarities and differences between your product and service and your competition's?



- Evaluate the unique features of your product and services.
- Once you recognize how your product and services are different, you can begin your branding. Emphasize the special features. Hit your selling points. Now you're ready to plan your marketing program.

Every company has a limit on its ad spending and the cost of advertising adds up quickly. Whether you have a large budget with hardly any cash left over or you're on a budget cut back, these inexpensive advertising methods can expose your company to a lot of potential customers. Businesses have a huge decision to make before they start advertising. Choosing the advertising medium you'll follow is critical to getting your ad campaign off to a good start.

Significant benefits of choosing Success Magazine Ltd include:

- Economical way to reach your target audience in mass.
- Stimulates awareness of and demand for your company's products or services.
- Strengthens your company image and perception.
- Paints the picture of a company that is active and innovative.
- Creates more credibility than traditional advertising.
- Creates an advantage over competitors not utilizing PR effectively.
- Increases search engine visibility and achieves results.



As you can see, a well run public relations program carries with it multiple benefits that outweigh the traditional marketing or advertising vehicles. It's a proven fact that our public relations program also carries a higher credibility factor. Our client list speaks for itself. What can we do for you to enhance your public image and increase your sales?