



# 5 Quick Tips for Advertising Success

Work with your Spectrum Reach Account Executive to put these insights to use as you start your advertising journey.

## 1

### **Continually evaluate your goals.**

What do you want to achieve? When you first connected with your Account Executive, you established your initial goals for your campaign. As you start monitoring the results, it's important to think about how your goals may have evolved. Ask questions like:

- Do I want my brand to start getting more recognition?
- Do I want to launch a *new* product or service for my business?
- Do I want to bring more people in for a specific event?

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## 2

### **Strategize your marketing mix.**

As your campaign progresses, continue working with your Account Executive to assess other opportunities and media channels for your business. Consider this, for example: Research shows that the most effective campaigns start with TV advertising. But online advertising can make it even more powerful. When consumers see an ad on TV first and *then* online, there's a 19% lift in their engagement with the ad, and a 40% lift in the ad's memorability.

[\(Learn More\)](#)

## 3

### **Understand the importance of reach vs. frequency.**

Building a branding campaign takes time. You may not see any measurable results in the first month. You need to define your reach and build up frequency over time. However, if you're having a sales event, up your frequency and shrink your reach.

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## 4

### Embrace the power of creative.

When it comes to your actual commercial, there's nothing more important than clearly telling your audience what they *need* to hear (not just what you *want* to say). Your business fulfills a need, and your commercial is your chance to convince your audience that you're the answer to fill that need. Having a strong, quality commercial can make a huge difference in your campaign's success: 75% of an ad's impact on brand and ad recall is based on ad quality. So, get creative, and make your best first impression.

[\(Learn More\)](#)

## 5

### Get to know the lingo.

We're not big fans of acronyms. But it's helpful to at least get a basic understanding of the common acronyms and media buying terms you might hear tossed around. Fortunately, your Spectrum Reach Account Executive will be there to keep you on the inside track.

[\(Check Out Our Glossary\)](#)

Source: 1. Nielsen Q4 '18 Total Audience Report. 2. Accenture – Television turns the awatching TV content v. interacting online (web browsing, on-demand TV and search).

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