



Ed Mitzen

Dean Rueckert

Nick Madelone

Mad men

Three advertising experts share advice on spreading your message

Social media is generating a lot of buzz these days, but traditional forms of media remain effective tools to promote your business or organization, according to Dean Rueckert, owner, **Rueckert Advertising and Public Relations LLC**.

"Know what your message is, who your audience is and determine how to get your message to your audience," he said. "Figure out which one is most efficient and economical to get your message to your audience."

Advertising and marketing experts agree that traditional media still has a place in today's social media-dominated world — if companies choose the right tools for the right reasons.

Balance is key

Ed Mitzen, president, **FingerPaint Marketing, Inc.**, believes there should be a balance between traditional media and social media when it comes to promoting one's business.

"I think it's important that companies realize the best advertising is integrated across many media as you can afford to reach your audience," he said. "It varies by what you're trying to sell, who your target audience is and where they congregate."

A restaurant, for example, might use billboards or print media to communicate its message where consumers would notice, while a tourist location should advertise in seasonal publications to attract visitors.

"Traditional media is effective, it works," Mitzen said. "Television is more expensive, but it definitely has its place. Your message needs to be consistent across

platforms to get the most bang for your buck, and you need to be consistent in your level of promotion."

Online marketing is effective, but a company shouldn't advertise online entirely to communicate its message.

"Some companies that do internet marketing spend their lives exclusively on the internet," he said. "They forget that people still read print publications, watch television, listen to the radio and drive by billboards. People live outside of the web, and that gets ignored."

Although traditional advertising isn't going away, companies may need to shift their focus as newer forms of media gain popularity.

"Print is an area that has been scrutinized over the years, but there's still a place for it, if it's done properly," he said. "There's a trend toward more digital, more mobile forms of communication. You need to reach your audience wherever they are. People use iPads and iPhones, so make sure your ads are also there. Traditional media still has a place because it does work, as long as it's in concert with what you do online."

Mitzen recommends using an advertising agency with the expertise to communicate one's message.

"Choose an agency that knows what it's doing when it comes to building brands and developing messages for advertising," he said. "You can tell when an ad was done by the owner of the company or someone in-house who doesn't have the right knowledge base. It's going to be highly unlikely that you're going to develop the right type of ad that way."

Synergy in media

Nick Madelone, president, **Millennium Business Communications**, sees a synergy between traditional media and social media.

"Traditional forms of marketing are still very valuable in promoting new forms of media," he said.

Millennium recently launched a mobile direct response division called Binary Communications, which incorporates traditional forms of marketing.

"We foresee traditional marketing being included," Madelone said. "For example, we're launching a mobile dialing code for a mesothelioma attorney, in which a person can dial **MESO and talk to somebody at a call center to get more information, or click on a link to a mobile website. We promote that through numerous traditional marketing channels, such as television, radio and print ads, and we've also promoted it through social media."

Madelone recommends a multifaceted approach to promote one's company.

"Depending on your specific product, know your demographic and focus on your target audience as much as possible to have a targeted, direct campaign," he said. "It really depends on the type of business you're in and who you're trying to reach. The longer your ad runs on television or in print, the more effective it's going to be."

Digital billboards are a growing trend, Madelone noted. "They're flexible and you

can change the message as often as you want," he said.

Millennium has also gotten involved with cinema advertising, in which commercials are shown in movie theaters prior to the feature presentation.

"You have a captive audience and a large amount of people watching," he said. "If it's a product that applies to a lot of people, it can be cost-effective. You can buy one for a theater chain and get advertising at multiple theaters."

Pictures are particularly effective, no matter what the medium. "Anytime you can show video, through YouTube or on television, that's the most impactful," Madelone said.

Great outdoors

Dean Rueckert sees tremendous value in traditional media, including outdoor advertising.

"It's still effective for the right client, but you need a simple, short, bold message," he said. "With people being as mobile as they are, the ability to strategically place advertising can be effective."

Outdoor billboard advertising does a great job with top-of-mind awareness, and digital boards are even more effective.

"They're a great way to drive people to your website," Rueckert said. "You can adjust the lumens depending on the time of day and change the brightness of that particular board. Most municipalities are limiting the number of new billboards being installed, so this is a whole new opportunity to have one board in a location for eight different advertisers."

Companies must clearly define who they're trying to reach before deciding the best way to reach them.

"Every potential advertiser has to consider the basic message," he said. "Not every advertiser has an audience that's appropriate for outdoor or television advertising, or has the general public as their potential consumer. Spend your dollars wisely, and try to reach your audience multiple times. It's all about reach and frequency; what percent of your audience are you reaching and how often are you reaching them? Not every purchase is a spontaneous reaction to an ad. It's about repetition, top of mind awareness and creating a brand." •