



CELEBRATING
55 YEARS

nerej

Target your audience then target them again

November 10, 2011 - Front Section

"A long time ago in a galaxy far, far away" when a business wanted everyone to know about their products or services, they only had to be seen in a story or ad in a few newspapers and maybe on local TV. That was before the internet or cable TV. Yes, the wheel had already been invented.

Today, according to Consumer Reports, the average consumer is daily exposed to 250 commercial messages. These come from all directions, some blatant, others subtle: radio and TV commercials, billboards, social media and smart phone ads, website and print media, messages on hold, ads on buses, automaker logos, package labels, store signs, truck slogans, bumper stickers, blimps, QR codes...

Your target audiences are being splintered and overwhelmed. Reaching them takes creativity and, perhaps, more money. Getting noticed amidst the clutter and constant barrage is a major challenge. You need to know who your target audiences are and what they're paying attention to. Think: Which mold does your target demographic fit: ESPN, CNN, FOX, MTV, HGTV, Discovery, National Geographic, Nickelodeon, RTV?

You need to be more creative, both in your message and how you spread it. You want to reach your audiences often and in different ways. I recall calling for a trial subscription to the Wall Street Journal after hearing and seeing a promotional offer six times.

Before launching a marketing /publicity campaign, define your target audience(s). If you're a commercial real estate owner with retail space for lease, your target might be restaurateurs, a furniture chain or a fitness studio. How you market the space depends on demographics and nearby retailers.

A multi-tiered marketing approach ensures that all target audiences learn of the vacancy several times, in various ways. The message should be an attention grabber, both in design and content. A successful campaign might use some combination of emails, direct mail, signage, news releases, print and online ads. You need to develop a plan, create the materials and budget, oversee implementation and measure outcomes. These critical pieces should be managed by a proven marketing/ public relations professional. That's why God invented us.

Stanley Hurwitz, principal of Creative Communications, Stoughton, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540