

Pozdnieieva A.
K.P. Pilova, research supervisor
S.I. Kostritskaya, language adviser
National Mining University

TRICKS OF THE TRADE

Advertising is a complex business and an ever-changing science. New ideas and media uses are being devised all the time, and as the advertising industry switches emphasis from media to media, and as new technologies and lifestyle trends develop, so new advertising and promotional methods need assessing and comparing with traditional available methods as to which is more or less cost-effective for your given purposes.

There are several main guidelines for advertising.

'AIDA' – (Attention Interest Desire Action). The Attention part is the banner or headline that makes an impressive benefit promise. Interest builds information in an interesting way, usually meaning that this must relate closely to the way that the reader thinks about the issues concerned. If you seek a response you must move then to create Desire, which relates benefits to the reader so that they will want them. Finally, you must prompt an Action, which may be to call a telephone number or to complete and send a reply coupon. Advertising that does not prompt action is a wasted opportunity.

The main message must be the most prominent. The biggest part of the advertisement must be your main benefit statement. This is the part that entices the reader to read on.

A single impressive benefit must be offered quickly and simply. Research proves that where responses are required, the best advertisements are those which offer an impressive, relevant benefit to the readers, explanation what the proposition means to the customers. This 'promise' should ideally contain the business brand name, take no longer to read than is normal for the media (direct mail is about 4 - 8 seconds, or about fifteen words) and be clearly the most striking part of the advertisement.

The message must be quick and easy to absorb, a clear layout, clear fonts and clear language used because the target is audience. Overlaying images or using fancy fonts distract the reader from the text. Simple language and enough space

around the text attract attention to it. Simple traditional typestyles are recommended. It is important to make the advertisement easy to read. Simple black text on a white background is the best for maximum readability.

It is necessary to involve the reader in the writing style using the 2nd person: you, your, and yours. The second person should be used in the description of what your business does for the customers to get them visualizing their own personal involvement. The service must be described as it affects them in a way that they will easily relate to it.

Incorporating something new is also important as people respond better and are more easily attracted initially to a concept that is new or original. If they've heard or seen it all before it will be no surprise that they take no notice at all. People must believe there's something in it for them right from the start.

Development of a proposition that is special or unique is required. The person should put as much emphasis as he or she can behind his USP (unique selling point), and either imply or state directly that he is the only company to offer these things.

The proposition or offer must be credible and believable. This is usually best accomplished by explaining 'why' and 'how' you are able to do the things you are offering, in support of your claims; credibility also can be increased by showing references or testimonial quotes from satisfied customers.

The mark of truly effective advertising and marketing is the ability to convey complex issues to the audience in a manner that is interesting, relevant, meaningful, and easy to digest very quickly.