

# THE DEATH OF ADVERTISING



# IS ADVERTISING REALLY DYING...



*Advertising.* The word sums up images of glossy magazines, vast billboard posters and big budget ads in between TV programmes. For many large companies and for some smaller ones, advertising is still a major part of their marketing approach.

## ...OR IS IT EVOLVING INSTEAD?

But something very interesting has starting happening recently...For the first time since 2009, the amount of money spent on online advertising has overtaken the spend on traditional ads. **Online advertising spend actually grew by 12.8% in 2010, taking overall spend over £4billion (Source: Internet Advertising Bureau).** A recent report by the Institute of Practitioners in Advertising revealed that companies have increased their spend on marketing - but with the majority of the increase going towards online marketing and sales promotion - not the more traditional media such as print advertising (Source: Institute of Practitioners in Advertising). The same report showed that just 0.5% more UK marketers said they would be increasing their spend on traditional media like television and press advertising, than cutting it.

## WHY TRADITIONAL ADVERTISING ALONE LEAVES BUSINESSES BEHIND

These changes add up to an important truth already recognised by many leading companies - traditional advertising on its own is not enough. In fact, it could mean that a company gets left behind. The one-off, one-trick approach is no longer enough to create ongoing revenue.

Developments in technology now mean that companies can use advertising as part of a bigger strategy to create long-lasting and more profitable relationships with their potential customers. These changes also **allow companies to track the link between customer and advert** - instead of relying on the limited results of traditional advertising. New developments also enable businesses of every size and scale to adapt their strategy to respond quickly to market changes, in contrast with the comparatively slow process of traditional advertising.

Advertising as we once knew has changed for good. So what can a business do to stay ahead?

# WHAT YOU CAN DO TO MAKE ADVERTISING WORK HARDER

## DON'T ADVERTISE WITHOUT A STRATEGY IN PLACE

Advertising for most small businesses used to be a one-off or limited activity. Now businesses can use inbound marketing to build a strategic approach that provides more intelligence whilst also creating better results. Unlike conventional advertising, inbound marketing allows you to fit your advertising (whether it's print, online, social media or something else) within your entire business strategy to directly link into your goals for your sales and revenue. Every advert that you place and plan feeds directly back into your sales, rather than being an add-on that may (if you're lucky) be spotted by the right person at the right time.

## USE INTELLIGENCE TO STAY SMART

Traditional advertising is high on short-term effort and effect, but low on long-term growth. You can only gather very basic



intelligence on the response that your ads receive. But by using advertising within a wider inbound marketing approach you can view the response and results you achieve while your campaign is taking place. Essentially, you gain far better results at a lower cost. Think of the difference between knowing something - and guessing it. Before you advertise you can make considered decisions based on the demand that exists and during your campaign you can monitor, at a personal level, which channels, keywords and content drive the most traffic, leads and customers.

A more integrated approach with inbound marketing allows you to view how your potential customers are responding - live. **You can move well beyond the limits of conventional ad channels and use new technology such as QR Codes and Call Tracking numbers to track your advertising success.** You can also construct a clear, buyer-led campaign using targeted content tailored to your audience with appropriate landing pages - using inbound marketing technology that tells you where the best quality traffic comes from, online or offline. This gives you bang up to date intelligence so you know where to spend your advertising budget best to maximise your return in investment.

# ADVERTISING - NOT DYING, BUT ACCELERATED



Here's how to update your advertising for better results:

## THINK PROFILE, NOT JUST A QUARTER PAGE

An effective inbound marketing campaign is powered by great content. It is this content that actively and consistently builds your business profile. In place of paid-for adverts that are increasingly filtered out by audiences, **inbound marketing helps you to develop a voice and a presence as a thought leader and a credible source of expertise.** Create powerful content and you could even get featured in your industry publication without the need to pay.

# ASK YOURSELF – WHAT IS THE POINT?

Let's get right back to basics. If you're thinking about placing an advert, ask yourself why. What are you hoping to achieve? Who do you want to reach? Is your decision reactive or strategic? Can you achieve a more measurable, long-term impact by adopting an inbound marketing approach? Start with these questions for a better return from your advertising.

# MAKE YOUR ADVERTISING EARN ITS KEEP

Why pay for something that doesn't get results? Pay for the right thing and you're investing rather than just spending. Review your return on investment for prior advertising and other promotional activities and consider an approach like inbound marketing that actually shows you leads, sales and ROI as your campaign is live, as well as afterwards.

# BROADEN YOUR CHANNELS TO BROADEN YOUR REVENUE

Traditional advertising offers you a limited choice of channels - print, TV, posters...Why limit your options when you can target your advertising to get even closer to your potential customers and in channels they actively choose to be part of - online communities, forums, social media channels? Advertising within a wider inbound marketing strategy gets you interacting with people when they are open to buying into - and buying - your product or service.

# WHY GUESS WHEN YOU CAN COUNT?

Quantifying the results of traditional advertising is something of a guessing game. Apply inbound marketing technology to your advertising activity and you can plan around the demand that exists and monitor, at individual lead level, the channels, keywords and content that drive the most traffic, leads and customers for your business.

**Want more tips and ideas on how to get more from your advertising and marketing budget?**  
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