

Why Advertise?

"I don't know who you are, I don't know your company name,
I don't know where you're from, I don't know what your company makes.

Now, what was it you wanted to sell me?"

—The Man in the Chair, McGraw-Hill Co. Inc.

19 Reasons to Advertise

1 *Build brand awareness*

2 *Generate sales leads*

3 *Differentiate yourself from your competition*

4 *Establish credibility*

5 *Introduce new product*

6 *Introduce old product with a new application*

7 *Grease the skids for your salespeople*

8 *Reassure and re-sell existing clients*

9 *Find new clients*

10 *Show your whole line of products*

11 *Give architects a sales tool to resell your products to their clients*

12 *Drive traffic to your exhibit booth*

13 *Drive traffic to your web site*

14 *Gain access to editors*

15 *Fill in with communication between sales calls*

16 *Motivate your distribution/independent reps*

17 *Attract employees*

18 *Earn value added*

19 *Look successful*



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