

NINE REASONS TO ADVERTISE FREQUENTLY

The more often you put your message out there, the more likely you are to make a sale.

It's an idea we've all heard in one form or another countless times. But in reality, the rationale behind increased frequency is more nuanced than that.

A recent survey conducted by several Gannett newspapers and Research and Analysis of Media found that sustained frequency helped to boost ad recall, brand consideration, and purchase consideration by up to 58%, 114%, and 500% respectively.

If that's not enough to convince you of the benefits of sustained advertising, here now are nine more reasons to increase your frequency and increase your chances for success.

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- 1. People have new wants and needs every day.** Frequent advertising helps you reach consumers when they decide that they need to buy, not just when you need to sell.
- 2. Frequent advertising helps you reach customers regardless of reading habits.** Even consumers who have minimal engagement with the medium will be exposed to your message.
- 3. Frequency offers you the best rates.** Most media companies today offer significant incentives for increasing frequency.
- 4. Today's ad may influence, but tomorrow's will close the deal for a lukewarm prospect.** Conventional wisdom says that your audience needs to be exposed to your ad 2.5 times in order for it to sink in.
- 5. Frequent advertising helps you beat your competition.** If you're not advertising as much as your competition does, who's more likely to reach the consumer who's ready to shop?
- 6. Advertising frequently = higher than average results.** Brand equity grows with increased advertising, while price sensitivity decreases.
- 7. Frequent advertising helps you spread your sales evenly throughout the year.** Increased frequency can help you avoid spikes in customer traffic, resulting in better inventory management.
- 8. Frequency helps your advertising cut through the clutter.** Consumers are bombarded by a slew of advertising every day. Repeating yourself increases the odds that your message will get through.
- 9. People forget!** Surprisingly, 80% of people forget a message in 24 hours.

Source: Newspaper Association of America, www.newspapermedia.com.