

1. **Advertise to Reach New Customers.**

Your market changes constantly. New families in the area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. The shopper who wouldn't consider your business a few years ago may be a prime customer now. Remember 20% of families will move this year, 5 million people will be married and 4 million babies will be born*.

2. **Advertise to Generate Store Traffic.**

Continuous store traffic is the first step toward sales increases and expanding your base of shoppers. The more people who come into the store, (or the more your telephone rings) the more possibilities you have to make sales and sell additional merchandise. For every 100 items that shoppers plan to buy, they make 30 unanticipated "in the store" purchases, an NRMA survey shows. (National Retail Marketing Association)

3. **Advertise to Remain With Shoppers Through the Buying Process.**

Many people postpone buying decisions. They often go from store to store comparing prices, quality and service. Advertising must reach them steadily through the entire decision-making process. Your name must be fresh in their minds when they ultimately decide to buy.

4. **Advertise Because Your Competition is Advertising.**

There are only so many consumers in the market who are ready to buy at any one time. You'll need to advertise to keep regular customers and to counterbalance the advertising of your competition. You must advertise to keep your share of customers (market share) or you will lose them to the more aggressive competitors.

5. **Advertise Because it Pays Off Over a Long Period.**

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising. A five year survey of more than 3,000 companies found... Advertisers who maintain or expand advertising over a five year period see their sales increase an average of 100%. Companies, which cut advertising, averaged sales decreases of 45%. Also, a troubled economy can be an advantage to the marketing-minded business owner. Advertising when times are bad can give a business a long-term advantage over a competitor who cuts back or cancels promotional efforts.

6. **Advertise for Success.**

A 2007 study from the National Advertising Association found that businesses that advertise are viewed and perceived by both your employees and the public as a "successful business" The consumer is more likely to buy your item or service, because there is instant credibility.

7. **Advertise Because There is Always Business to Generate.**

Advertising tells your customer and competition that your doors are always open. Continuous store traffic (or the phone constantly ringing) is the first step toward increasing sales and expanding your business. Even the slowest days produce sales. As long as you're in business, you've got overhead to meet and new people to reach. Advertising can generate customers now... and in the future.

8. **Advertise to Keep a Healthy Positive Image.**

In a competitive market, rumors and bad news travel fast. Advertising corrects misleading gossip, punctures "overstated" bad news. Advertising that is vigorous and positive can bring shoppers into the marketplace, regardless of the economy. It strengthens your identities. When a company stops advertising, they are short changing their reputation and reliability.