

## Using More Effective Text to Targeting Insurance Agencies

As an active member of the insurance industry for over 30 years, I have had the privilege of promoting my business online and through the general print and radio media. During this time, I have learned things through observation, including the fundamental problems people have in designing, purchasing and placing advertising.

As a rookie, I had this same problem, but as time went on, I learned and developed something that I now call the 10 Commandments of advertising. These Commandments have helped me focus my business, attract clients and earn profits above expectation.

Before I get into the Commandments, business professionals know that there are several different types of advertising mediums, and that they come with their own plusses and minuses. The medium I am going to talk the most about in this article is one that is also my most successful. It also happens to be today's most common form of advertising: digital.

The Commandments that I am going to share with you today revolve around the concept of K.I.S.S. – Keep It Simple Stupid, and will help you design ads that sparkle and help you brand yourself while attracting clients.

**Commandment 1:** Although many advertisers want as much as possible in their ad, they should follow the K.I.S.S. rule – Keep It Simple Stupid, because often, less is more, and simplicity is the key.

**Commandment 2:** Logo – your logo should be clean, sharp and eye-catching and properly placed in the ad. And, when its clicked on, is actually a 'hot link' that takes your viewer to a specific website page that outlines in detail the services or products your company offers, based on the words and phrases used in your ad.

**Commandment 3:** Fonts – don't use wild, hard to read fonts that take the reader's attention away from the ad and what the words actually mean. There is a reason that the most commonly used fonts on the internet are Ariel, Times, Helvetica, Courier, and Veranda – they are clean, sharp, and easy to read, which means that internet users are used to seeing them.

**Commandment 4:** Size – of both the ad and text. Ads that are too small are hard to find and often get overlooked, while those with too much text force graphic designers to not only make text smaller so less stands out, but go unread because people want pictures, not words. Combined, these two concepts impact how much time the potential client spends looking at your ad. The solution? Limit your text to between 5 and 8 selectively chosen words per ad, make sure they mean something, and give them plenty of space to be read easy, no matter the size of the ad.

**Commandment 5:** Color – the colors of your ad are very important. The colors should reflect your business colors and should make the ad easy to read. Personally, they should compliment the website you are advertising on, your logo and company colors, not to mention using colors that are easy on the eyes. A very strong advertising trick is to use Reverses. A reverse is when you select a background color and then "punch or cut out" the words in the color white. The strongest colors are Blue, green, black and red, while combinations like Yellow and Red fight on the page for attention. When the color combinations are used properly, they make the few words you select POP off the website page, making them easy for the potential customer to read.

**Commandment 6:** Wording – Above I suggested using just a few words, and that is because people are constantly bombarded with advertising messages and slogans. I believe it's best to attract their attention by using one or two buzz words that can be considered a catch phrase that 'catches their eye and makes them think'.

**Commandment 7:** More information – all advertisements should not only become hotlinks, but take the potential client to a website page that provides the reader with more information while educating them about your products and services, as well as ways to contact you like an email address, phone number or website address.

**Commandment 8:** Goals - Target your Market – many people design ads hoping to catch everyone, without determining what their focused market should be. As such, they don't use specific words or phrases, let alone colors. As a result, you wind up with a specifically generic ad that often attracts no one and is a waste of money. To overcome this, you need to establish specific marketing and targeting goals. The market can be defined as the people who you want the ad to attract, while the target is the "action" you want them to do (like clicking on your ad to find out more information).

**Commandment 9:** Space – Advertising on the internet is cheap compared to print, so don't skimp on the size – business card size ads are great and when properly designed, give the reader plenty of time and space to read your ad, click on it and find out more about your products and services.

**Commandment 10:** Short phrases – this ties in closely with words and fonts - Keep the wording short and the phrases catchy, makes your ad directly focused to a specific market. To achieve this, develop a catch phrase that tells your clients exactly what you do and how you can help them.

For example, let's assume that you are the New York Mets and decide to place an ad on a website. On one hand, you can simply advertise the team logo, and hope that someone will click on it, while on the other hand, you can have the Met's logo, then say vs. The Giants, and the phrase 'click here to purchase tickets'. You can also name the day's starting pitcher or the player you want people to come see. As for the color if you simply use the NY logo and publish it in black and white, people will confuse them with the New York Yankees – so be specific and use the Mets log. With size in mind, if you place a 1 inch by 1 inch ad, the logo will be unrecognizable, while the wording will be so small you need a magnifying glass to read it. In today's market place, a 2 inch by 2 inch ad provides you with a sharp identified logo and 8 words that are easy to read, especially if you create a reverse.

In closing, the 10 commandments listed here are simple, easy to understand and follow, and will help you get more click throughs, find interested clients and save you money because you are being specific, and not generic, thus triggering interest and customer patronage.