

Why You Should Measure The Effectivity Of Your Ad

You have an ad. You run it. And then what do you do next? Do you just sit and wait for your target clients to call you? Or you go out and make sure that you know if your marketing campaign has good results or not?

One of the important tasks you need to do when running an advertising campaign is to measure the results. When people ask you what happened to your ads, are you ready to answer that you got great results or none at all? Even with poor response, you need to be able to measure it so you can make changes to your ad and hopefully sales will also improve.

Your task of marketing doesn't stop when you've already sent out your marketing campaign. In fact, the job has just started. You have to measure the effectivity of your ad so you will know what to improve on or how to further enhance it.

First off, you need to differentiate your ad's response rate to its results. You have a 'response' when your target reader acted on your call. Say, you want him or her to call you or visit your website. If your prospect did one of those things, then you have a 'response'.

On the other hand, your 'result' is when your target reader takes the action and then buys from you. Your sale is your 'result'.

So now you determined after measuring your print ad produced by a professional commercial printing company, that there's no response at all. One of two things must have happened. It's either your ad didn't generate interest because it was poorly designed and the content is badly written; or, your marketing campaign did not reach the right target audience.

The next step would be to determine the cause of the 'no response'. You can do it by testing your ad again but this time around, you may want to post it in another location or place it on a different website. If you get a positive response then you'll know that it must be the exposure. But if it does not improve at all, then you better change your ad fast.

Now comes the hard part – you have a response but there are no results. Your prospects contact you or click on your website as you've asked them to, but no sale has been made. The only probability to this scenario is that you don't have a good content or offer to support your marketing campaign. Changing or improving your copy or design would surely change your results.

And then again, testing is the key. Run your new and improved ad to test whether it'll get results or not. If again you get low response rate or results, go back to your drawing board and do it all over again – change an ad, improve it, run it again.

It may take a while and it will definitely cost you. But having an unproven ad can cost you more especially when you don't get the response or results that you expect for your business.

For more information, you can visit this page on [Commercial Color Printing](#)

About the Author

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