

Understanding The Advertiser's Needs – Part One –

Media decision makers are constantly bombarded with calls and visits from sales representatives for all advertising mediums. One of the best ways to stand out from the crowd and convince advertisers to invest in the community paper you represent is to demonstrate how you can meet their individual needs. Doing some research and keeping your eye on advertising trends are two ways you can learn how to meet the needs of prospective advertisers. Here are a few important areas you can investigate:

- **Client Base** – *If the advertiser is a media buyer for multiple clients, who does he/she represent? Visit the websites of companies that use media buyers to gain helpful information about their client bases. You can also take this a step further and visit the individual websites of the clients they serve. This will lay the groundwork for additional research and help you establish what questions to ask later on.*
- **Media Buying Trends** – *What other media vehicles is the advertiser currently using? Knowing the media buying patterns of advertisers shows that you've been paying attention. It will also help you look for ways to support their current media*

plans by filling in any gaps you see. Read industry magazines and paid daily papers. Watch for television and outdoor advertising. Listen to the radio. Advertisers using these mediums may be interested in expanding their reach through your community paper.

- **Defined Market Area (DMA)** – *Who is the audience the advertiser is trying to reach? Whether you're dealing with media buyers or business owners, having a general understanding of advertisers' target audiences will help you assist in meeting their goals. By investigating client base and researching media buying trends, you can easily determine basic demographic information about an advertiser's intended audience. This includes age, gender, education, income level and location, as a start. You can also find more about an advertiser's DMA by researching competitive businesses within the same industry category.*

Gaining relevant information about prospective advertisers can make all the difference when it comes to successfully selling your community paper. With a little bit of knowledge under your belt, you will be able to approach advertisers with the right questions and develop pertinent suggestions in meeting their individual goals.