



## How Many Times Should I Advertise?

We recently came across an old article from 1885 (yes, 125 years old, honestly!) in which London businessman Thomas Smith offered the following advice to advertisers. It is still applicable today:

1. The first time people look at any ad they don't even see it.
2. The second time, they don't notice it.
3. The third time, they are aware that it is there.
4. The fourth time, they have a fleeting sense that they've seen it somewhere before.
5. The fifth time, they actually read the ad.
6. The sixth time, they thumb their nose at it.
7. The seventh time, they start to get a bit irritated by it.
8. The eighth time they start to think "Here's that confounded ad again".
9. The ninth time, they start to wonder if they may be missing out on something.
10. The tenth time, they ask their friends and neighbours if they've tried it.
11. The eleventh time they wonder how the company is paying for all these ads.
12. The twelfth time, they start to think that it must be a good product.
13. The thirteenth time they start to feel the product has value.
14. The fourteenth time they start to remember wanting a product exactly like this for a long time.
15. The fifteenth time, they start to yearn for it because they can't afford to buy it.
16. The sixteenth time they accept the fact that they will buy it sometime in the future.
17. The seventeenth time they make a note to buy the product.
18. The eighteenth time they curse their poverty for not allowing them to buy this terrific product.
19. The nineteenth time, they count their money very carefully.
20. The twentieth time prospects see the ad, they buy what is offered.

Now, this may be overstating things a bit but there is an important point being made. Trying things out for one month to see what kind of response you may get really is not the best way to go. Advertising should be considered an investment in your business and treated as such.

Depending on the type of business and the advert, many of our advertisers do get some kind of response from their first advert but ask yourself this question "how many people are sat at home thinking I would love to pay someone for xyz if only I knew who to contact?". In most cases this is unlikely. However, if your name is the first name they think of when they need xyz then your investment has paid off.

We offer discount packages in all our publications and for all types of adverts. Get in touch and we will create an advertising investment package that is right for you.

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