

## How to Advertise More Effectively on the Internet?

The internet has now become the world's greatest "go to" resource. Whether it be students researching materials for a school project or business owners and managers researching for supplies, products or services, the internet provides advertisers with a unique feature:

**The advertiser can navigate the viewer to a page on another site, to a digital brochure or to a video.**

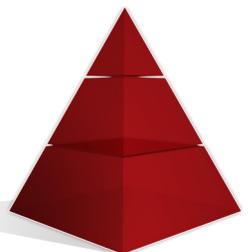
Most advertisements found on websites are institutional in nature and merely make the viewer aware of the company, product or service. If you click on most advertisements, you will likely be directed to the company's website or you might see a 'pop up' window appear asking for your contact information so that someone can get back to you. This is precisely why this type of advertising yields poor results! - it does not move people to action. Effective advertising on the internet must be a

### CALL TO ACTION!

Let's examine the objectives that a Business Manager must seek to develop a powerful product presentation to a customer.

1. **Create the need to buy**
2. **Present solutions**
3. **Describe the features and benefits of the solution**
4. **Close with options**

If you borrow this strategy to develop your advertisement, your results will be amazing.



Let's look at an example. If you sell vehicle protection products and you want more dealerships to buy your products, ask yourself this first question:

**“What are the compelling reasons for a dealership to use your products?”**

You may not be very pleased with your answer but that is precisely the catalyst required to redefine your branding. Then continue and start asking yourself more questions. This strategy will allow you to develop a more effective branding solution or at least a more effective marketing and advertising strategy.

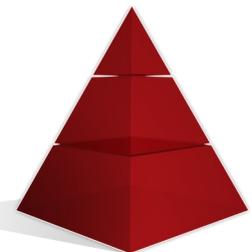
- ◆ Why do customers want or need your product? Why? How?
- ◆ Is your product better than others for customers? Why? How?
- ◆ Is your product easier to apply than others? Why? How?
- ◆ Does your product make a dealership more profit? Why? How?
- ◆ Does it have a superior warranty/guarantee? Why? How?
- ◆ Does your product have a secondary benefit or warranty? Why? How?

These are just a few questions that you should start asking yourself and to be thorough, you should complete the Business Game Plan Builder guide found on the Supplier Page by clicking the tab,

**“Do you want or need to grow your business or market share?”**

You have likely heard the expression, “time is money” and those are two key words that you might consider using in your advertisements. If you can **MAKE A DEALERSHIP MORE MONEY, SAVE A DEALERSHIP MORE MONEY** or **SAVE A DEALERSHIP MORE TIME** you'll capture their attention.

These are examples of basic **CALLS TO ACTION**. Your advertisement must motivate a viewer to want to learn more. If you have stimulated a need, your “click-thru” must provide the solutions, features and benefits of your products or services.



Let's look at some CALL TO ACTION phrases that might stimulate a dealership to click-thru to your solution. We'll call the product line "Invincible."

## Invincible Vehicle Protection



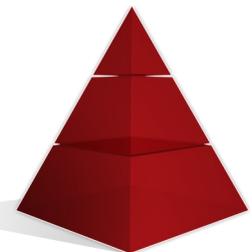
Discover why **Invincible** dealers make more money.

[click here](#)

Other examples could be:

- Learn how **Invincible** dealers make more profit. [click here](#)
- Reduce labour costs with **Invincible** Vehicle Products. [click here](#)
- Cut labour costs by 50% with **Invincible** Vehicle Products. [click here](#)
- If you want to sell more, you have to give more.  
**Invincible** Vehicle Protection -  
the best and longest warranties for your customers. [click here](#)
- Find out why Business Managers prefer to sell **Invincible** Vehicle Protection. [click here](#)
- Sell more with **IVP's** new interactive presentation tool. [click here](#)

In these examples, you've just stimulated a 'need' or curiosity and moved the viewer to click-thru. Now you need to provide your solutions, features and benefits of your products or services. This can be done by linking to either a page on your website, a digital brochure or (if you want to be as effect as possible) - why not your corporate video! If you don't have one, go to the Product & Services drop-down menu on [f-iresource.com](http://f-iresource.com) and click thru to the Presentation Videos & Tools to learn more.



If your solution satisfies the need that you stimulated in your first call to action and it's compelling, you must now move your viewer to act. A second

## CALL TO ACTION

must be included at the end of your solution.

Call 1♦888♦888♦888 Now  
or E-mail: [info@ivp.com](mailto:info@ivp.com)

to have one of our field representatives contact you.

Visit our website at: [ivp.com](http://ivp.com)

If your advertisement achieves the same objectives that a Business Manager's presentation does, all that will be left for you to do is close your customer. This will likely need to take place in a face-to-face meeting. If you're going to advertise, don't waste your budget with just 'awareness' advertising and move your potential customers to action.

[f-iresource.com](http://f-iresource.com) has the resources and expertise to assist you in developing more effective advertising strategies, presentation solutions and closing strategies. [f-iresource.com](http://f-iresource.com) is committed to helping its business partners become more successful.

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