

Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

From your friends at National Vinyl Products

How to make your advertising stick out



Advertisements: You see them on your email page, your social media feed, and you hear them on the radio. They're on the subway, along the highway, and on the street corners. You see them on TV, at the movie theater, and in the program at your child's school musical or football game. They are on turnstiles, in store windows, and on the back of your grocery receipt.

Just about everywhere you look, you see advertisements.

Experts estimate that we encounter somewhere between 1,000 and 4,000 marketing messages each and every day. How can we, as human beings, process all that information? Which ones get our attention, and which ones do we ignore?

As the owner of a fencing business, your challenge is to cut through all the hype for everything from cellular service to dog food with your own clear advertising message. You need to connect with your prospective residential and commercial vinyl fencing customers and re-engage previous ones. Here are 10 ways to make your fencing advertising stand out from all the rest.

1. Target your audience. Although anyone can need a fence at any time, it pays to meet your customers where they are. Refresh your website and SEO so that customers are led to your site when they search online for a new fence. Set up social media accounts that link visitors to your website. Be sure to include a photo gallery of recent projects to grab their interest further.

2. Boast a little. When you install a fence at a home or business, ask if you can place a sign with your company's name and contact information on or near the fence. These signs are an easy and low-cost way to generate business.

3. Serve the community. Help out a local non-profit by donating to an auction or purchasing a program ad. You'll not only help out your hometown, but you will be getting your company name out there to a new audience. Many organizations give special recognition to their sponsors and that can translate to new business for you.

4. Create a memorable headline. The most successful companies have crisp advertising lines. Nike has "Just Do It." L'Oréal has "Because You're Worth It." Maxwell House has "Good to the Last Drop." You get the idea. Develop a phrase or sentence that customers can use to connect with your fencing products. Avoid clichés as you encourage customers to associate your brand with quality fencing and service. Then use this line on all your advertising for brand consistency.

5. Make it worth their time. Offer a discount for mentioning your ad. Shout out your new color or new fence style. It's easy to ignore the same-old-same-old. Use your ad to grab their attention.

6. Be bold. One way to get that attention is through the use of color in a print ad or the use of music in an audio ad. Now, don't go overboard with this idea. You can turn off your audience by being too crazy, but the careful use of color and sound can make your message stand out and get the notice you need.

7. Use facts and figures. How much longer will a vinyl fence last than a wood one? How much will your customers save on repairs and paint? Spell out the advantages of a new vinyl fence with credible and timely research in your ads.



8. Don't be too wordy. Use images and simple words and phrases to get your message across. Save detailed explanations for blog articles and your brochures. A successful ad is short and sweet. Stick to the main points you want to convey and let customers call, visit your website, or stop by your showroom for more information.

9. Change things up. Brand consistency is important, so changing things up does not mean rolling out a new logo every few years. That strategy will only confuse your customers. But you should aim to keep your message fresh and timely. For example, you can cater your ads to the seasons with winter specials and summer discounts. Vary the photos you use by showcasing new projects. Have slightly different ads to target commercial customers and residential ones.

10. Find out what works. Make it part of your routine to ask customers how they found you. That way, you will know which ads are working and which ones are not. You can use this information to determine when and where to place your fencing ads in the future.

Advertising can seem somewhat like coming up with a magic formula. The truth is that a simple and direct message can always be effective.

You don't have to come up with the next great "Just Do it" catchphrase. All you need to do to get someone's attention is to make a point.

Your ad should have a basic headline, a clear image, and some simple copy. Connect what you sell with your audience. What do fences provide? Safety. Security. Beauty. Value. What does your company provide? Integrity. Service. Commitment.

Your fencing ad can stand out from the rest when it is simple, straightforward, and honest. Isn't that what you do best anyway?



If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: marketing@nvpfence.com.

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