

# Not All Advertising Is The Same

One of the biggest changes the current global economic situation has had on sales promotion is a huge surge in interest in electronic advertising. This interest is largely driven by the perception that electronic advertising is, “the same thing as print, only cheaper.”

That isn't the case; not all advertising paths are the same.

*Diesel Progress North American* and *Diesel Progress International* offer all the available roads to market — print, electronic and online, the details of which can be found elsewhere in this advertising planner. Every one of them is a good and viable way to reach the markets you are interested in.

But they all work differently. As the saying “horses for courses” correctly notes, you don't run a sprinter in a long race, or a marathoner in a sprint.

A banner ad on a website, a skyscraper ad in a newsletter or a print ad in a magazine are *not* the same things.

They are all good options, but they are all different.

The process of deciding which is the best channel to use, usually starts with the wrong question: “how much does it cost?”

The better first question is: “what do we want to do?”

After you decide specifically what it is you want to get done with your advertising dollars, then the “how much” question should be asked. And after that, the appropriate channels, print and/or electronic, can be matched up with the budget.

But if you don't start out with a clear idea of what you want to accomplish, price won't matter. To use our various paths most effectively, we first need to know what it is you are trying to do.

So here is a quick look at what the various advertising paths do and don't do.

## Electronic

There are a lot of electronic advertising channels. While they are generally lumped together under the “electronic” heading, they actually are designed do different things.

**E-newsletters and e-mail blasts:** While these can make an impact, these two also have the shortest shelf life. They can drive traffic to you very quickly, generally to your website. But people typically only open these once, within a day or two after they are sent, and after that the traffic essentially stops.

You get one, quick chance to make an impression. There is very little residual value.

So if you want a quick hit and burst of website activity, such as for promoting your participation in an exhibition or conference, this is the way to go.

The biggest positive about these two channels is that the response rate and other audience metrics are easy to measure and report. So if that burst of activity, combined with good detail of what you accomplished is your goal — this is the path.

**Web banners and web ads** in general, along with ads on something like an RSS feed, or even Twitter, generally have a longer life-span. People return to these more often, meaning you get multiple chances for your ad to make an impression.

But even here there are differences. As Twitter and RSS are comparatively new, traffic is lower, generally reaching a younger audience, and as a rule includes fewer final decision-makers. Plus, the space for your message is smaller and has fewer options, limiting what you can say and do.

The websites are the closest to print with regular and steady traffic coming to *Diesel Progress OnLine* from all corners of the industry. But again, because of the size of banners or skyscrapers, there is only so much you can say and the advertising space is generally best used to drive the reader to your website, or even more effectively to a specific page within your site. So there is less depth in content and advertising messaging you can do, but also like e-newsletters, a greater ability to measure results.

## Print

The advantage of print magazines is longevity. The disadvantage is the ability to clearly track results. Magazines, both print and digital, have much longer visibility. People generally do not read *Diesel Progress North American* or *Diesel Progress International* in one sitting — so repeat visits mean more exposure for your advertising.

Print magazines are often routed — meaning even more eyeballs will see your ad. This is where you get the longest life for your ads. Plus, you can put a lot more information in a page of advertising than you can on a banner or skyscraper electronic ad.

Unfortunately, to measure results from print, the burden of proof falls on you, the advertiser. The web address on your ad can have a specific address on your website: [www.ournewproduct.com/dp](http://www.ournewproduct.com/dp). “How do you hear about this” questionnaires have also been used.

One area we feel is hugely under-utilized are “add-ons” to ads in the digital versions of *Diesel Progress North American* and *Diesel Progress International*. Space precludes us from going into greater detail on this, so ask your *Diesel Progress* contact for more information. Supplementing your print ad with digital add-ons can give you both the depth and the ability to measure, but the audience is usually smaller — as not everyone wants to read a magazine on a computer screen.

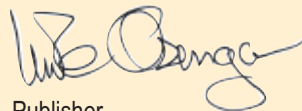
## Conclusion

We believe that a “blended” advertising program of print and electronic is the most effective path to market: a base print ad program running consistently throughout the year, supplemented with electronic ads for an important trade show, or new product launch, or to enhance an image or message campaign.

But in the end, there really is no one “right” way to advertise in this environment.

Each advertising path has different advantages and disadvantages, but it all depends on answering the first question correctly: “what is it that you want to accomplish?”

We're certainly ready to work with you on all that.



Publisher