

ANALOG ADVERTISING — JOHN KANE

TECHNOLOGY

FOR THE REAL ESTATE INVESTOR

**ADVERTISING PEOPLE WHO IGNORE RESEARCH
ARE AS DANGEROUS AS GENERALS WHO
IGNORE DECODES OF ENEMY SIGNALS.**

DAVID OLGILVY

**CREATIVE WITHOUT STRATEGY IS CALLED 'ART.'
CREATIVE WITH STRATEGY IS CALLED
'ADVERTISING.'**

JEF I. RICHARDS

WHAT IS ANALOG ADVERTISING?

- ▶ Newspapers
- ▶ Radio
- ▶ Television
- ▶ Direct Mail
- ▶ Billboards
- ▶ Paper Flyers
- ▶ Business Cards
- ▶ Signage
- ▶ What other forms of analog advertising are there?

WHAT WORKS? WHAT DOESN'T WORK?

IT ALL DEPENDS!

NEWSPAPER/PRINT MEDIA

- ▶ Readership down
- ▶ Costs up
- ▶ Fewer Eyes Per Dollar
- ▶ Alternative? Banner Ads

RADIO

- ▶ Terrestrial

- ▶ Local, Regional, National

- ▶ Remnant, Specific Buys

- ▶ Can be cost effective

- ▶ Satellite

- ▶ National

- ▶ Some inexpensive, some costly

- ▶ Alternatives?

- ▶ Podcasts, etc.

TELEVISION

- ▶ Broadcast

- ▶ Local, Regional, National
- ▶ Remnant, Specific Buys
- ▶ Probably want to avoid

- ▶ Cable

- ▶ Local, Regional, National
- ▶ Some inexpensive, some costly

DIRECT MAIL

▶ Targeted

- ▶ Message is the most important
- ▶ List is the second most important
- ▶ Response rates low; involvement rate high

▶ Blanket

- ▶ Get everyone in a neighborhood, zip code
- ▶ Same criteria as Targeted

OTHER

**What other forms of
advertising would you like
to use?**