

# The Guerrilla Framer

Because It's A Jungle Out There

by  
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## Target Your Advertising

**T**wo of the major factors you should consider when selecting advertising vehicles are geography and demographics. By carefully considering these two factors, you can ensure you will reach your prime prospects with your advertising message. Such precise targeting can minimize wasted advertising expense.

Every type of retail business had a logical geographic market area that includes reasonably well-defined geographic boundaries. These boundaries are determined by physical location, convenience of access, time and distance to a prospect's location, and also the prospect's proximity to competing businesses.

Generally speaking, the greater the distance a customer must travel to purchase from you, the less likely they are to do so. However, other factors, such the uniqueness of your service or special benefits you provide can influence the geographic boundaries of your primary market. For example, people will travel farther to save money, obtain higher quality products or receive faster service.

Recognizing the logical boundaries of

your market area lets you select leaner advertising so you won't waste your money reaching low percentage prospects that reside outside your market. Choose a newspaper, radio station or cable television system that lets you focus your advertising on prospects who live and work close

enough to your business to be true prospects. Avoid advertising that includes an audience that resides outside your logical market unless you plan to open another store in the future that will serve those prospects.

Unfortunately it's not always easy to buy fat-free advertising. Frequently you will have no choice but to

purchase advertising that reaches beyond your intended geographic target. This is particularly true if you're buying radio or television advertising, but may apply to print advertising as well. For this reason, it's also important to understand the prime demographics of your best prospects.

Demographics describe the age, sex, annual income and educational background of your typical customer. It has been my experience that in custom picture framing, a large percentage of customers are female, between the ages of 25 and 60,

You must understand the geographics and demographics of your customers to maximize your advertising.

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with some college education and earning a household income above the median for your area.

Naturally, there are many customers who fit none of these criteria, but it is much more difficult and expensive to target those prospects because they're too diverse.

Select advertising that targets prospects who are most likely to meet your customer demographics and you will increase the response rate of your ads. For example, if you are advertising in your local newspaper, ask that your ad be placed in the main news section. Definitely avoid the sports section, which has a predominantly male readership.

Cable television and radio are geared towards demographic target advertising. Select radio stations that play the kind of music likely to appeal to a mature female audience. Avoid hard rock stations, which are mostly a male audience. Also avoid stations geared to teenage listeners.

Cable television channels offer very specific target audiences. Lifetime, A&E, and CNN are good choices for framers. Home and Garden TV is also a good choice since it caters to viewers who are in a decorating or home improvement mode.

By carefully considering geography and demographics, you can maximize the return on your advertising investment. ■