

HEADLINE

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CALL TO ACTION

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IMAGE BUILDING

TIPS

THE FARMART

A GUIDE TO WRITING A GREAT ADVERT

What you include in your advert could be the difference between the success or failure of a new product, the strength of your order book and, ultimately, how your business develops.

The Farmart has been on farm kitchen tables for over 40 years! Here are our top tips to getting it right when writing a 'great' advert.

HEADLINE

A headline needs to be attention grabbing, interesting and generate the reader's curiosity. Don't just use your name.

Consider what your customers' issues, problems or needs are. Will buying from you save them time, money, give peace of mind, provide increased yields etc?

A compelling headline could be something like:

MAIZE HARVESTING SOLUTIONS

STRESS-FREE LAMBING

CONTENT

Focus not on what your company does, but what you can do for your customers.

Outline the benefits of buying from you. Why are you better than your competitors – are you cheaper, faster, more reliable or convenient? What's in it for them?

Rather than just saying you have a huge stock range, let potential customers know that they don't need to waste time shopping in different places because you have all they need. Note the frequent use of the words **you** and **you'll** in the following phrases:

You'll benefit from...

You'll enjoy...

You can be guaranteed that...

CALL TO ACTION / OFFER / DEADLINE

Once you've grabbed the reader's attention with a great headline and outlined the benefits of using your company, they need to be told what to do next. Do you want people to call, visit your website or make an appointment?

If you want to generate an immediate response then you should incorporate an incentive and time deadline. Give people a reason to act now before they turn the page to a competitor's advert! Useful phrases might include:

- **Special price for this month...**
- **Call by 30th November to qualify for...**
- **Free trial...**
- **Don't miss out...**
- **Last chance to buy...**

Don't fall into the trap of offering a discount for no reason. It may be tempting to just add a bland 10% discount offer, but if this doesn't create a wave of increased sales then it's just shaving profit off your bottom line.

Try offering something that isn't going to cost you too much but would be of benefit to the customer. For example:

- **Free drenching gun with bulk orders this month.**
- **Free foot care products for every whole herd trimming visit.**
- **Free 12 month service on ATV's bought in December.**



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PHOTOS



A photo stays in the readers' minds far longer than text. An image can also remove the need for complicated wording in your advert. We find that photos of people in adverts work particularly well. Including a photo of yourself or your team indicates that you have confidence in your product or service and are proud to be associated with it. The agricultural community is such a closely knit unit, putting a face to the name really cements your business.

QUOTES & TESTIMONIALS



Currently all of our business is generated from advertising in The Farmart with bookings now 3 months in advance.

James Clarke
Clarke Contracting
Wrexham

A third party referral is much more powerful than stating how good you are yourself. It adds credibility and brings confidence to any potential customer. It'll be even more effective if a name, town and photo are included.

IMAGE BUILDING ADVERTS



Regular advertising can be very cost effective.

Brand awareness adverts play on the fact that the more often people see your name, the more relaxed they feel about dealing with you. When the need arises, your company is readily remembered. This is particularly important for one off or annual purchases when your phone numbers need to be visible at exactly the time someone is ready to buy.

FINAL TIPS

Fewer words are almost always better than more words!

Avoid the clutter - White space can be very effective at drawing the eye.

Alter the content sporadically - If people see the same thing constantly then they stop noticing it.

Monitor your response! - Ask people how they got your details.

Have a pre-typed enquiry form by the phone, add a reference number or QR code to the advert or set up a separate number which is redirected to your usual business line.

Our recent survey showed 89% of readers visited a company website after initially seeing the advert in The Farmart. So ask customers what led them to your website and watch for spikes in traffic once the magazine lands.

We talk your customers' language and we can help you with the best way to promote your agri business.

Contact us to book your space & we will design you a great advert - FREE OF CHARGE!

CALL: 01625 529 900
email@thefarmart.co.uk

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01744 885 114
tom@wilsonandsons.co.uk
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