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Advisory Minute

Your Business Partner for Success

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Two SUPER BOWL Ads You Can Learn From

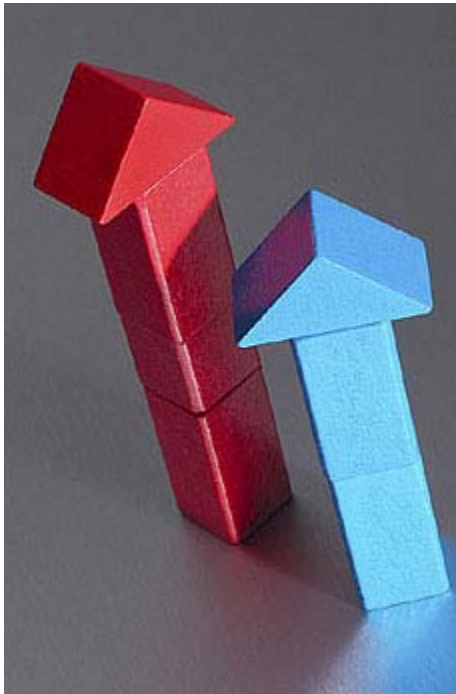
in this article

- **Article In This Morning's USA Today**



Stephen H. Jones

Article In This Morning's USA Today



I thought the article in this morning's *USA Today* about the effectiveness of Super Bowl ads was particularly interesting.

And although I tend to think that those ads don't relate to me because I market high-value services, rather than consumer products, there are some lessons that are valuable.

The article focused on tracking which ads resulted in increases of visitors to the company's website. In effect what was the "Pulling Power" of the direct- response elements of the ads.

Two advertisers stood out.

The first was King Pharmaceuticals, which as you may recall, ran an unusual tie-in with the American Heart Association, and directed viewers to a **Risk Of Getting A Heart Attack QUIZ** at their website.

During the hour after the commercial ran they saw a **320% increase** in website visits compared to the hour before.

This reinforced the effectiveness of a tactic that a number of my clients have used successfully, which is *incorporate a quiz or questionnaire into your free offer*.

Having a section in your free report (or even the entire thing) focus on a quiz, and then an interpretation of the results, can be a very effective method for both

attracting interest and building credibility.

Another ad from Salesgenie.com proved to be equally effective by offering visitors a certain number of **free leads for signing up**. By late Monday the company had reported that they had generated more than **10,000 new customers subscriptions**, far more than the 700 it said it needed to break even.

The lesson here is offering something free (initial consultation, diagnosis, product sample, inspection, etc) dramatically drives response and a prospect's willingness to at least take the first step in the relationship building process.

A couple of good lessons to keep in mind.

Anyway, the article is in the business section of today's *USA Today* if you want to read more.

To Your Success!

Stephen Jones operates **Growth Strategies** and provides marketing strategies and a marketing structure for small business owners.

Contact us *TODAY* at **770.601.0949** or **800.261.5034**, via e-mail at sjones@growthstrategies.us or on the Web at www.growthstrategies.us for assistance with your business.

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