

Essential Advertising Principles



Repetition

Almost no one calls a company the first time they see an ad. Rather, a person needs to see your ad enough times that they later remember you at the moment they want what you are offering.



How much should I budget?

Budget Principle 1

Budget what you can afford to keep doing for 12 to 18 months

Budget Principle 2

The U.S. Small Business Administration (SBA) recommends that businesses with less than \$5 million a year in revenue spend 7%-8% of their revenue to advertising. (This is for all the client's advertising, not just AdCritic.)
*Source

When Principles 1 and 2 are in conflict, follow Principle 1. In other words, it's better to spend less than 7% and keep it up for 18 months than to spend the full 7% for three months and quit.

Want help developing an effective advertising plan that's built on these principles and unique to your business goals? We're happy to help. Reach out to your advertising consultant to set up a call.

Saturation

It is better for a smaller group of people to see your ad several times over a given period of time than for a large group of people to see your ad once or twice. Also, geographic saturation (given enough time) can also be used for attribution purposes..



Twelve-Eighteen

For smaller budget campaigns, it takes 6 to 12 months to begin seeing results and 12 to 18 months for significant, profitable results. That's why we recommend 18 month campaign plans, updated quarterly.

