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Which media to use? - 3 hours

Quit wasting your Advertising Dollars!

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Participant's profile:

- Entrepreneurs and business owners
- Manager and/ or advertising managers
- Non-profit organizations

Learning Objectives:

- One of the biggest frustrations in running a business is how to use the multitude of media correctly. Participants will learn that each media has specific strengths, but each also has limitations.
- Participants will learn the strategy of defining which media would work best for their business' needs as well as learning and understanding of how each media can be integrated to produce effective results.
- Participants will also learn the correlation between desired results and adequate advertising budgets.

Participant's Value Received:

- Just one misplaced ad would be the cost of 10 of these sessions. How many misplaced ads do you think a business places each year? We know the answer - it's lots. Participants will learn to diffuse the myths around advertising, how to understand how each media works and what is the correct way to purchase each media.

Outline:

1. What is the relationship between advertising and marketing?
2. Breaking down advertising myths.
3. Strength, limitations, effective use, and how to buy the following media:
 - a. Radio
 - b. Newspaper (Daily and/or Community)
 - c. Television
 - d. Billboard
 - e. Shoppers
 - f. Yellow Pages
 - g. Websites
 - h. Database Marketing
4. Summary, Resources: Books & Web



"Lynda, our session was so great. The team cannot stop talking about everything that they have learned and I've already had ideas submitted for ways to change our advertising. Your session really helped to end our meetings on a very positive note and I really appreciated your tips as well as your customization of the workshop."

-Stacy Johnson, Canada Safeway, Calgary