

your articles or news releases to industry organization newsletter editors. While there is no guarantee your copy will be used, the results are often good and it is a very cost-efficient technique.

Promotional materials

If budget allows, support your advertising with posters, flyers, brochures, invitations or give-aways. Maintain message consistency by use of catchwords or thematic presentation.

Direct mail

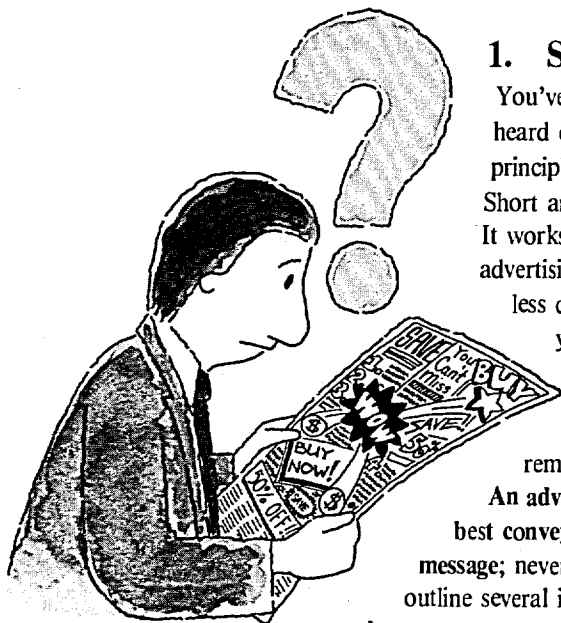
Often, direct mail is a better route than advertising, especially if you have the names and addresses of everyone in your target group. For example, the *Trade Development Policy and Planning and WIN Exports Division (TPP)* have about 18,000 registered Canadian exporters under cross-reference by product and service on the *WIN Exports* list. Advertising can also boost a direct mail campaign and pick up the people outside your mailing list.

So, what's next?

All these activities should result in inquiries and sales leads for Canadian companies and interest in trading with Canada; or interest in your domestic trade programs and services. Make sure you pass any confirmed leads on to the appropriate people — and remind them not to let those leads get away.

The fundamental rules of advertising

Advertising should follow seven essential principles: simplicity; know your target audience; client self-interest; timeliness; advertising support; use a motivator; and measuring performance.



1. Simplicity

You've probably heard of the KISS principle (Keep It Short and Simple). It works best in advertising, too. The less complicated your message, the more likely it will be remembered.

An advertisement best conveys one single message; never try to outline several ideas or your

entire mandate in one advertisement.

A successful advertisement will always stress the benefit(s) or promise of a product. Have you ever seen an ad for a particular product or service and asked: "Why should I pick this one over someone else's?" Chances are the benefit or benefits — and proof of them — will be the clincher.

Some basic rules apply when determining exactly what message you want to get across. For domestic trade advertising, the primary goal is to encourage Canadian companies to consider exporting or to expand their export capabilities. When advertising for a domestic trade event, the principal objective is to encourage Canadian companies to attend export seminars or workshops such as *Trading House* and *Marketplace* seminars. International trade advertising could support trade fair participation to encourage foreign companies to visit the Canadian exhibit, meet participants and learn about our expertise in a given sector. Corporate international trade advertising can take the form of a general message - "Buy Canadian" - promoting specific industry sectors as well as inviting an approach to our posts abroad.

2. Know your target audience

Once you've established what you want to sell, the next step is to determine who you are trying to reach. This is the second most important step in the communications process because it then lets you determine how you should get your message across. It may take some research to define and understand your market, but in the long run, it will be worth it. Keep in mind cultural differences so that the message is properly targeted.

3. Client self-interest

Make the message appeal to your target group's self-interest and well being. Leave them with that "you-can't-afford-not-to-have-it" feeling.

4. Timeliness

Plan ahead. You must prepare well in advance for events and activities. Lead time is vital to the creation of effective advertising and cost-benefit ratios. To consider all media options, start your planning two or three months ahead for a trade show or event. For campaigns, start six to twelve months ahead.

5. Advertising support

Don't rely exclusively on advertising to sell your message. Coordinate all your communications tools to support your advertising objective. Use public speakers, flyers, direct mail, etc. and be sure they are all carrying the same message.