

Creating Campaigns that Sell

Creating Campaigns that Sell teaches layout and design basics that even the most “uncreative” people can easily implement. Elements include the critical aspects of effective layouts, the importance of designing ads that capture the audience’s attention, headline and copywriting basics, formulating multi-product ads, campaign development, and most importantly creating campaigns that are not simply creative but also those that sell.

A unique element of this program is that it teaches how to examine information obtained in the client needs analysis meetings in order to identify the most profitable promotional solution, theme, message, target customer and product placement to be incorporated into a successful ad campaign.

Creating Campaigns that Sell discusses methods to creating not only more effective and exciting advertising for clients, but also new, innovative, and revenue-generating sales opportunities for the companies they serve. These successful promotional campaigns lead to satisfied clients, and ultimately, increased advertising!

Key Topics

- ★ Keys to Successful Advertising Layouts
- ★ Developing Effective Promotional Solutions
- ★ Creative Campaigns
- ★ Writing Headlines that Capture Attention
- ★ Copy Writing Basics
- ★ The 3-Second Successful Ad Test
- ★ Focusing on Profitable Themes & Targets
- ★ Preparing Ads that Jump Off the Page & Produce Results

Creating Campaigns that Sell helps “jump start” creative juices and introduces techniques to motivate salespeople to get out of their “creative ruts.” The session helps participants learn to create new selling opportunities for their clients by breaking through traditional sales methodologies so they are able to create their own success in the sales arena.

Creating Campaigns that Sell provides interesting examples of actual advertisements ~ both effective and ineffective ~ published today. It culminates with an opportunity to create a campaign for a local or fictional business, applying all the techniques discussed throughout the day’s materials.

Creating Campaigns that Sell incorporates a variety of exercises to encourage participants to tap into their creative potential, work together as a creative team, and take away ideas and concepts they can continue to use on a daily basis as part of their selling success.