

Creating Campaigns that Drive Results teaches methods of creating powerful and result-producing advertising campaigns that even the most “uncreative” people can easily implement. Elements include the importance of designing ads that capture the audience’s attention, developing messages and headlines that entice consumers to take action, formulating multi-media campaigns and, most importantly, preparing promotional concepts that are not simply creative but also 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 develop the most profitable creative themes and messages for each client.

Creating Campaigns that Drive Results 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 revenue.

Key Topics

- ★ Why Ad Campaigns Succeed or Fail
- ★ Understanding the Buying Process & the Buying Brain
- ★ Steps to Campaign Planning & Development
- ★ Developing Headlines & Messages that Capture Attention & Results
- ★ Writing Effective Copy & Developing Compelling Visuals
- ★ Benefits that Drive Sales & Results
- ★ Creative Thinking, Selling & Strategizing

Creating Campaigns that Drive Results provides interesting examples of both effective and ineffective advertising. 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 Drive Results 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.

IT ISN'T *creative*



IF IT DOESN'T
SELL