

# 10 Reasons Why Your Customers Need To Advertise

Advertising is an investment in the future of your business. And like any other investment, you may not see the benefits right away or the benefits may not always be obvious. Here are just a few reasons, provided to us by Quaker State, why money spent on advertising may not only be “necessary,” but also beneficial as well:

**1. TO GENERATE TRAFFIC.** You can’t sell until potential buyers walk through the door. Advertising - your “public salesperson” - brings customers to your store, increasing sales opportunities.

**2. TO MEET THE COMPETITION.** Today’s marketplace is more competitive than ever. Quality advertising counteracts your competitor’s ads and helps you gain and retain your customers.

**3. TO MAINTAIN CUSTOMER LOYALTY.** No business can take loyalty for granted. After all, your customers can reach your competitors in minutes by car. Continuous advertising reminds your customers of the value of your products and service.

**4. TO REACH NEW CUSTOMERS.** Our market is changing more than you might think. That means many of your customers move away each year and need to be replaced. Advertising raises awareness of your business among newcomers to the area.

**5. TO MANAGE THE BUYING PROCESS.** Not everyone buys immediately. Instead, customers go from shop to shop, comparing prices, quality and service. Advertising presses home your message throughout the critical decision-making process.

**6. TO SUCCEED IN THE LONG RUN.** Advertising on a consistent basis increases your name recognition in the market - giving you a long-term advantage over competitors who frequently cut back or cancel their advertising.

**7. TO INCREASE SALES OR COMPENSATE FOR A DIP IN SALES.** There’s an unmistakable correlation between successful businesses and advertising volume. Growing businesses invariably increase their advertising budgets. And companies experiencing a dip in sales need to promote in order to reach their customers.

**8. TO PICK UP BUSINESS DURING SLOW TIMES.** Even seasonal businesses with slow selling days have bills to pay and new customers to reach. Consistent advertising works for you when you need it the most: all year-round.

**9. TO PROMOTE A POSITIVE IMAGE.** Good advertising not only informs your customers, it builds and maintains a positive image of your business in their minds. Consistent advertising counteracts the effects of rumors and bad news. And positive advertising attracts customers, regardless of the economy.

**10. TO MAINTAIN STORE MORALE.** Salespeople are sensitive to every shift in the business climate. Cutbacks in advertising and promotion may cause them to believe your business is in trouble. Steady, positive advertising, on the other hand, boosts staff morale. When your employees feel good about your business, your customers know it.