

Hampshire Review, HampshireReview.com and the Weekender

Nobody covers Hampshire County like we do

With all the talk about gasoline prices and inflation, small business owners have their work cut out to keep moving ahead in today's environment.

Most owners are looking at all avenues to cut expenses and keep their budgets under control. Many times the first place they look at cutting is in getting the word out about their business — as in advertising.

They just don't know what to do.

We at the Hampshire Review, the Weekender and HampshireReview.com don't want business owners to throw their money around unwisely. But we also know that businesses have to keep their message and name out in the public,

The question is how they can get the word out in a down economy.

First, business owners need to define the audience they are trying to reach. Age group, economic level, place of residence and gender are just a few of the defining demographics.

After defining the audience, businesses both big and small must show value, credibility, convenience and, if possible, create urgency.

Value comes with offering a good product or service at a fair price. We all want those qualities when we shop.

Then businesses must stand behind their products or services. The owners and employees must be willing to go the extra mile to satisfy their customers. Businesses must also be willing to be open when customers need them most.

Urgency sometimes is a little harder to create. But a sale with a time limit of 'just this weekend' is a good place to start.

Finally, advertising should also be frequent enough that many potential customers think of a particular business when that need arises. This is called branding the business and it is the most important part of advertising.

Just look at the most branded products in the world like Coca-Cola or Budweiser. Their names are plastered everywhere.

But that doesn't mean a local business must go wild and buy advertising at every opportunity. Choose wisely, and look at advertising as an ongoing process. Purchase advertising that will get to your potential customers. Do things to promote your business that doesn't cost you anything, like attending local functions and talk to your neighbors. Build up loyalty one customer at a time.

The Hampshire Review, HampshireReview.com and the Weekender are here to serve our readers and our advertisers. Whether you need a Web site built at a low monthly cost or need to get the word out in print, give us a call today at (304) 822-3871 and bring us on as your advertising partner.

The Review goes out weekly to 7,200 readers who are interested in Hampshire County. And the Weekender is mailed and delivered in stores to 8,700 readers, while HampshireReview.com has 12,000 different computers logging on to our site each month.

Check us out. We'll do our very best to steer you in the right direction — toward your next customer. And remember, nobody covers Hampshire County like we do.

