

This flyer was created for San Bernardino County Supervisor Josie Gonzales. Dameron Communications worked on the campaign that helped the Supervisor win against a termed-out assemblymember who represented the district.



Dameron Communications planned produced the grand opening celebration for The Art Institute of California - Inland Empire. The event drew major elected officials and coverage in media including a 30-minute show on local cable, KVCR TV and radio, KPCC radio, Inland Empire Magazine, The San Bernardino Sun, The Press Enterprise and several local weekly newspapers.

**TO BE EFFECTIVE IN ADVERTISING,
PLAN AND BE CONSISTENT.**

EFFECTIVE COMMUNITY RELATIONS

Effective community relations starts with telling your story to community members. Too often companies do not communicate with the public until they have a problem. Then it is too late. As Grandpa used to say, "Make your friends before you need them." Make it a point to interact with the community leaders and let them know you are a good company. Invite them on tours. Adopt a school. Pick a charity and focus all of your company's giving efforts in that one place. Sponsor local teams. Join groups who are concerned with your issues. **Don't be cynical and join groups you dislike; this will always backfire.**

Key points:

Thank you for taking the time to read this brochure. If you follow the path you can build an effective advertising and public relations campaign that increases your company's sales and profits. If we can help you don't hesitate to call Dameron Communications at (909) 888-0321.

- Develop a budget.
- Define your goals and objectives.
- Develop a plan to meet your goals and objectives.
- Conduct research to find out how current government policy and community beliefs affect you and your company.
- Define the community leaders you must contact to reach your objectives.
- Create an educational campaign including written materials, community meetings, web pages, blogs, and media outreach to raise public awareness about your issues and the benefits it brings to the community. Include actions that can be taken to support your efforts.
- Evaluate your progress and incorporate changes to meet your goals and objectives.

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This is the billboard portion of a campaign for Argosy University/Inland Empire for 36 billboards in Riverside and San Bernardino counties. Design concepts, copy, media planning and buying by Dameron Communications.

We are all products. Remember that. As an advertising and public relations specialist, my product is **KNOWLEDGE** and **CREATIVITY**.

My name is Carl M. Dameron, Agency Director for Dameron Communications. I am going to tell you how to develop an advertising and public relations program to effectively reach your target market, create a positive image of a business in the community and entice the market to buy more of your products, goods and/or services. To learn more go to our website at www.DameronCommunications.com or call (909) 888-0321.



You have a new Tool Box: Your tools are Research, Advertising, Public Relations, Government Relations and Community Relations.

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HOW DO YOU START?

1. **Budget Analysis.** Many businesses spend their ad money haphazardly, with no budget or plan. Develop a budget based upon the percentage of your annual gross. To maintain current levels in your business you should spend 6% of your gross sales.

To **increase business** you should spend 10-15% of your gross sales. The object of your budget plan is to maximize your advertising in peak sales months to increase your market share; however, it is also

EFFECTIVE ADVERTISING & PUBLIC RELATION

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necessary to advertise in the lower sales months to maintain your presence at sufficient levels to reach and capture the consumers who are still buying.

REMEMBER, THERE ARE ALWAYS BUYERS, BUT THEY WILL ONLY BUY YOUR PRODUCT IF THEY KNOW IT EXISTS.

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2. **Market Research.** No advertising or public relations campaign can start until the research is done to identify your target market. To do so you must survey your present consumers.

The questions to be asked must identify:

- ▼ Who are your customers?
- ▼ How old are they?
- ▼ What sex are they?
- ▼ Where do they live?
- ▼ What are their habits, likes, dislikes?
- ▼ Who is the real competition?
- ▼ What do you offer that the competition doesn't?
- ▼ What does the competition offer that you don't?
- ▼ What media do your buyers use?
- ▼ What is your competitors' present image?
- ▼ What is your present image?
- ▼ What do you want your image to be?

These are just a few of the questions that you should ask to develop an effective marketing plan.

Area demographic information will answer many of these questions. Some of this work has been done for you. Your local trade association, newspapers and magazines have marketing studies that define your market area. Call them and they will send you the information.

Local radio stations also have marketing research available. Call them; they will be more than happy to send a representative to find out your needs and give you the information.

Surveys must be used to answer the rest. You can buy them or develop your own. If you choose to develop one, your survey should be simple and direct. Use half-sheets of paper and give your customers easy choices, with room to respond.

It is important to survey every customer who comes through your door, because you want to know what brought them in. Your survey should be ongoing to detect changes in buyer habits and advertising effectiveness.

Or you can call Dameron Communications and we will perform the market research for you.

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3. **Ad development.** This is where your research bears fruit. Take the information obtained through your research and develop a campaign theme to reach your target. This theme must translate well into print, radio, television, your website, billboards, yellow pages and direct mail to grab the target's attention and leave the right impression. If you need help to develop your ads use: a free-lance artist, college student, talk to your newspaper or radio representative. You can also call Dameron Communicators to help you develop your plan.

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4. **Media planning.** When your ad theme is ready, develop an advertising plan for the next 12 months.

Choose the right media for maximum impact. Develop ads for each media and use the same theme. Don't forget your printed material, direct mail, e-mail blasts and the web.

When you have a sale, advertise the same products in all media.

I can tell you ten different things and you may remember just one or two, or I can tell you one thing ten times, and you will remember the one thing. **Do the latter.**



Rack brochures for Sprint PCS. DC designed and produced over 1 million brochures and dozens of in store displays for Sprint PCS in Southern California during 1997 and 1998.

We produced an ad campaign for Argosy University/ Inland Empire. This is the magazine ad which also included radio, billboards, newspaper and direct mail.

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5. **Media placement.** Develop a working relationship with the area's media. Explain your plan to them and show them your research. Listen to their input. Make sure you find out the percentage of your target market to be reached through their media as well as the frequency of exposure.

Explain that you want a six-to-twelve month commitment and use it to obtain a discounted rate.

Use a good media mix. **There is no silver bullet.** Use the media your target market uses, and buy as much as possible. An example of a good media mix is: radio, newspaper, billboards, magazines and direct mail. **Your customers determine your mix.**

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6. **Ad Sourcing.** Develop ways to measure and source ad effectiveness to ensure maximum efficiency and fine tune your media buys to increase campaign effectiveness. There are two effective ways to do this:

- Ask every customer how they heard about you.
- Have a monthly registration or product give-away. Have your customers complete a registration card that asks where they live, including zip code, and publications they read, radio stations they listen to and television programs that they watch. Give them something they want, like electronics, trips or cash.

c) Tabulate the results weekly and compare the results with your media purchases. The contest survey is to back-check your verbal initial survey.

d) Your customers may tell you that they came in because of the yellow pages, but the back-survey may show that a significant percentage of your customers use one or two specific media

These are the media that you use to increase your advertising.

e) Use your zip code information to ascertain where your customers live by area. If you are doing best in one particular area then concentrate your direct mail advertising there.

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EFFECTIVE PUBLIC RELATIONS

Public Relations: Many businesses have no plan to effectively communicate their positive achievements or to communicate their side of the story in a crisis communications situation. Use your media connections to place stories about your business. Send out a press release to local media every time something significant happens at your company. Create a plan that talks about the worst thing that can happen and your plan to communicate your side of the story to the public.

It is also necessary for you to identify a spokesperson for the media. I suggest that the owner or manager be that spokesperson and that all requests from reporters go to them. If they are not available, the second in command should speak. Other areas of your public relations picture can also be enhanced



Public Relations for California Portland Cement Company included the re-dedication of a huge 20-foot by 38-foot American flag now flying over Mount Slover in Colton. All major local elected officials attended and spoke at the rededication ceremony. News made the front page of The San Bernardino Sun, The Press Enterprise, NBC 4 and a 30-minute TV program on the local PBS station.

We created a campaign for The San Bernardino City Water Department to increase the trust of the water system. This is the magazine ad. The ad design concepts, copy, media planning and buying was done by Dameron Communications.

through donations to non-profit groups or sponsorship of local events. Send stories to the media. Don't forget the weekly and minority publications in your area when issuing a story. They often have a smaller staff of reporters and are much more prone to publish the release. **Don't write a hype-filled story -- just the facts.**

16 REASONS TO WRITE A PRESS RELEASE

- ▼ Whenever anything good happens at the company.
- ▼ Whenever anything bad happens at the company to explain your point of view to the public.
- ▼ New company direction, or major policy change.
- ▼ Company merger or acquisition.
- ▼ Significant success in an endeavor.
- ▼ When any employee receives a significant award.
- ▼ When any employee receives a promotion.
- ▼ Major equipment purchase.
- ▼ Building purchase.
- ▼ New product line.
- ▼ Company moving.
- ▼ Company expansion.
- ▼ Donation to a non-profit organization.
- ▼ When you initiate or expand community involvement.
- ▼ New client contract.
- ▼ New management team member.

EFFECTIVE GOVERNMENT RELATIONS

Working with government can be challenging. Local, state, regional and the federal governments can have overlapping regulations and jurisdictions. **The Solution?** Ask for help when you need it. Also, take the time to let your elected officials know if you plan a controversial new project or issue, **in advance.** **Always make donations to the campaign of your local elected**