

the layering effect

Three is still the magic number in marketing and advertising. Even with all the changes in advertising mediums – from social media to mobile advertising – the message needs to be seen or heard **at least three times to stick**. Don't make the mistake of focusing all of your advertising efforts into a single outlet or medium. Repetition is crucial, but **variety** is key to successful campaigns.

The most effective marketing and advertising approaches are **focused, cohesive and layered**. By incorporating different mediums into a campaign, you add **breadth** and **depth** to your messaging and actively engage the audience – making **valuable connections** that translate into desired results.

What does layering mean? **Mix it up**; be visual in social media, print and television. Define your audience clearly and honestly. Next, design a **strategy** to maximize visibility in your market. Focus your efforts on outlets frequented by the target audience, tailoring your executions to compliment various media.

This is a strategy that works time and time again and will deliver results. Don't put all your eggs in one basket, **mix it up** and **be consistent and clever** with your messaging. The result will be more people through your door. After that, it is up to you and your product to keep them coming back for **more**.

===== THE =====
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