



MARKETING & ADVERTISING

TIPS FROM A LOCAL MAGAZINE PUBLISHER

Nikki Ochtman

Woodley Business Club – September 2021

OVERVIEW

What is marketing?

Why do we need it?

Where to start?

Marketing strategy

AIDA

Blogs and articles

Advertising

The benefits of print

Working with a magazine publisher

Helpful resources

DEFINITIONS

Marketing is...

The study and management of exchange relationships

The business process of creating relationships with and satisfying customers

“... a philosophy of business that places the customer at the centre of the universe”

Peter Doyle

Sales



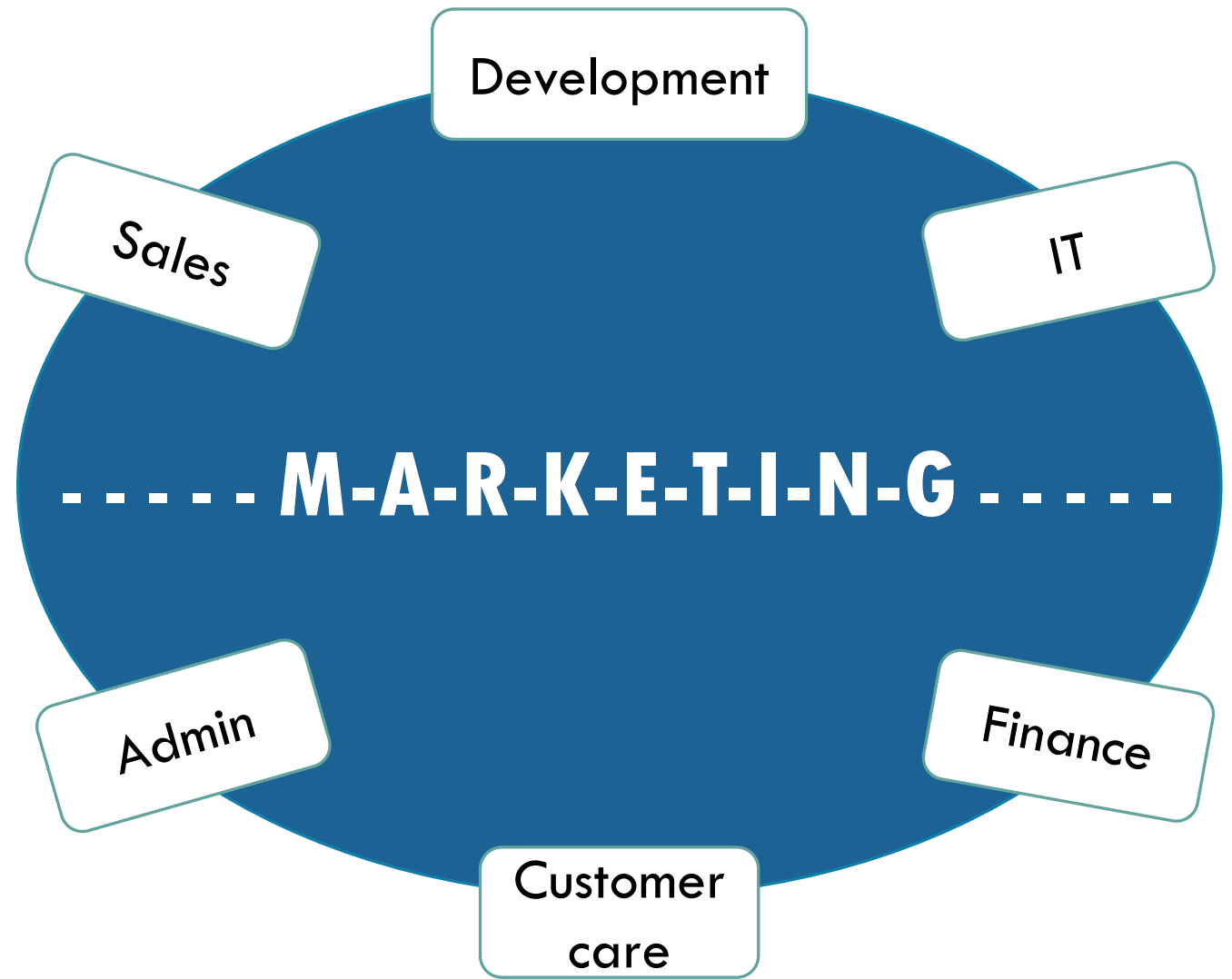
PUSH

Marketing



PULL

WHY DO MARKETING?



Keep customer viewpoint behind all business activities
– gives greater validity, eases decision making

WHERE TO START?



MARKETING STRATEGY

Who am I

Where am I

Where am I heading

Who are my ideal clients

How do I reach them

How can I be memorable

What should I say

Purpose, values, proposition

Market, competitors

SWOT

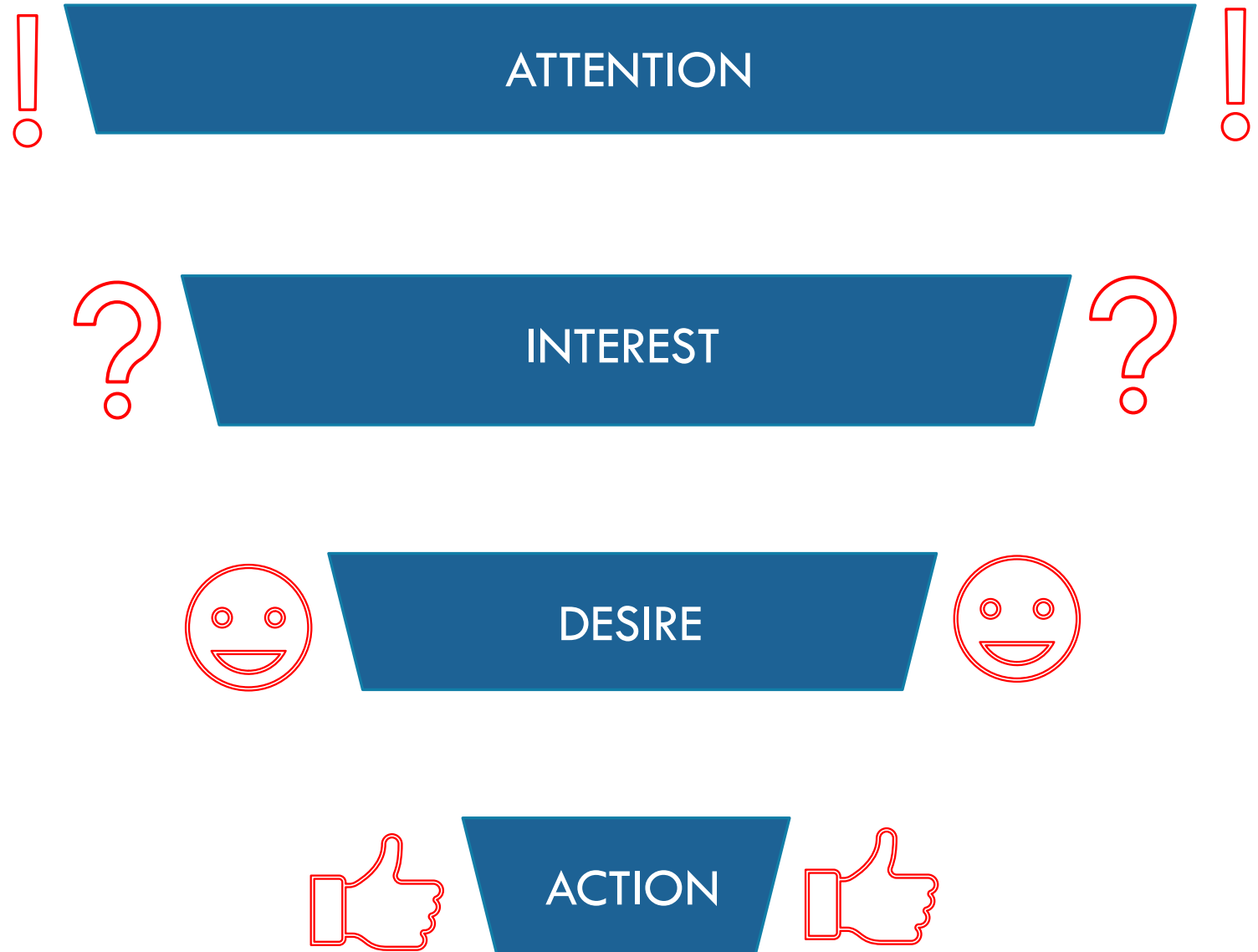
Identify, attract, nurture

Habits, ambitions, influences

Brand identity

Help, solve, add value

AIDA



BLOGS AND ARTICLES

Own your expertise

Add value

Soft sell

One theme at a time

Share, share, share

ADVERTISING

WHY

WHO

WHERE / HOW

WHAT

Increase sales

Address your audience

Platform, site, publication

Content, message, design

CREATING A KILLER AD

Specific objective

Target audience

Remember AIDA

Eye-catching design

Compelling message

Clear call to action

KISS

Say Hello to iPod – 1000 songs in your pocket

Apple

SAMPLE
ADVERTS



This Autumn at HaaHoos

CREATE MEMORIES

Pottery Painting, Baby Hand and Footprints, Outprints,
Pots and Pinot and more...

To book email us to info@haahoosceramics.co.uk or call us on 0118 9321441
19 Church Street, Twyford, RG10 9DN ~ www.haahoosceramics.co.uk



SAMPLE ADVERTS



Because you deserve the very
best in Nursing Care



Welcome to Bridge House Nursing Home

Established for 40 years, the elegant Georgian Grade II listed Bridge House has extended its facilities to include a beautiful, light-filled and airy purpose built nursing home.

Our philosophy is built upon helping residents maintain their independence and dignity, whilst ensuring their needs and expectations are fully met. We believe that being independent means having the freedom of choice and flexibility over how the day is spent. Working closely with families and professionals is fundamental in delivering and maintaining the required level of health and wellbeing.

At Bridge House, our comprehensive facilities and care provision is designed to deliver skilled, professional and individually planned care in an unobtrusive manner.

Call 0118 934 0777

Visit www.bridgehouseoftwyford.co.uk

INDEPENDENT LIVING • ASSISTED LIVING • NURSING HOME



SAMPLE ADVERTS



Live well *your* way

Your home is where you feel the most comfortable and the happiest. It is the place you know the best. If you want to stay living well at home, **Home Instead can help make that possible.**

- Home Help
- Personal Care
- Companionship
- Dementia Care

01628 299 097

melissa.johnson@homeinstead.co.uk
www.homeinstead.co.uk/maidenhead

Award winning support since 2012, from hourly care to live-in



SAMPLE ADVERTS

Your local independent financial planning experts

Benedict Charles are your local independent financial planning experts. We work with you to understand your financial goals and create an action plan to help you achieve them.

Contact us on:

T: 0118 391 3950

M: 07818 48 77 54

E: info@benedictcharles.co.uk

W: benedictcharles.co.uk



Financial
Planning

Pensions

Investments

At Retirement

Cashflow

Protection

"Rob has been invaluable in resolving the complex financial planning issues we faced. He is ever helpful and swift in providing the advice we need to make good decisions so we can feel confident our investments are well looked after."



Robin
Yeadon
Director

Benedict Charles Financial Planning Ltd is an Appointed Representative of DEWM Ltd, which is authorised and regulated by the Financial Conduct Authority. Registered in England No. 10398683.



SAMPLE ADVERTS

You You You

the home owner the parent the business leader

**Representing you in
life & business**


BLANDY & BLANDY
solicitors

Reading | Henley-on-Thames | London

0118 951 6800 www.blandy.co.uk

BENEFITS OF PRINT ADVERTISING

Higher level of engagement

Better quality of leads

Less filtering out and skipping over content

Longevity

BENEFITS OF LOCAL MAGAZINES

Geographically targeted

Receptive audience

No distractions or competition

Readers predisposed towards local businesses

Earn trust by association with community publication

Staying power

WORKING WITH A PUBLISHER

Article	Advert
Scope	Size
Style	Duration
Length	Design
Image(s)	Resolution
By line	Updates
Logo	Social media
Online	

REACH | COST | TERMS | DEADLINE | REVIEW

HELPFUL RESOURCES

Sales and marketing

Karen Livingstone

littleacornmarketing.co.uk

Marketing strategy brainstorming, social media content planning and LinkedIn audits for business owners

Tanya Gaffon

distinktiv.co.uk

Marketing strategy and training, blog and copy writer, co-creator of online course *Market Smarter*, host of Facebook group *The Secret to Standing Out*

Market Smarter course (affiliate link):

coursecraft.net/courses/z91sf/a/cpmYFEt9

Grainne Ridge

allaboutresults.co.uk

Business leadership coach, sales training, host of Facebook group *Sales Confidence Naturally*

Jenny Procter

bondfieldmarketing.co.uk

Helping introvert service business owners with their marketing, host of podcast *Marketing for Introverts*

HELPFUL RESOURCES

Other local magazine publishers



Carolyn Robinson – The Wokingham Word

Monthly A4 community magazine delivered across Wokingham, Winnersh, Finchampstead, Crowthorne and Arborfield
thelocalword.com

Hellen Shaw – Eye Magazines
Monthly A4 lifestyle magazines, one covering Burghfield, Mortimer, Theale and surrounds, another Earley, Shinfield and surrounds
eyemagazines.co.uk



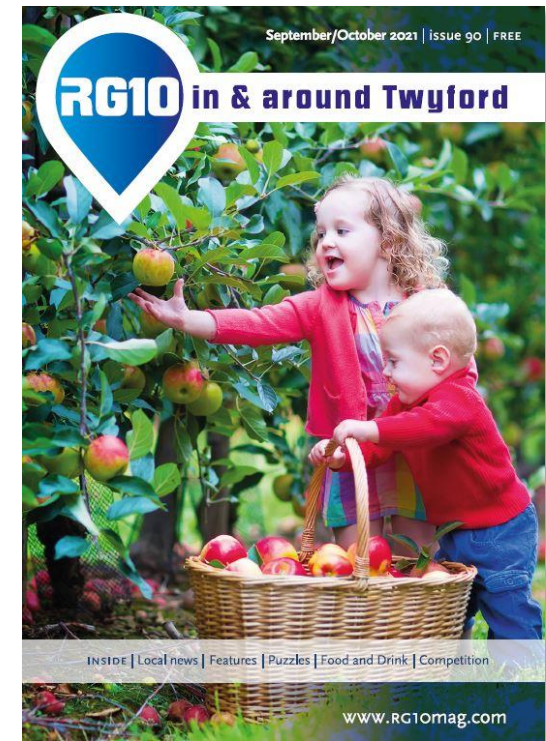
CONTACT ME

Nikki Ochtman | RG10 Marketing

nikki@rg10mag.com | 07917 786249

Bimonthly A5 community magazine delivered across Twyford, Wargrave, Knowl Hill, Charvil, Hurst and surrounds

rg10mag.com



Making your business everyone's business