

### Check it out ...

hilandwoodproducts.com is the new Morehead Marketing website for Hiland Wood Products. Hiland wanted a site that would showcase their range of Custom Molding and Cabinet Doors. This easy to navigate site also highlights their capabilities and focus on quality.

### Did you know?

Your mind can do amazing things. See if you can read the following:

I cdnuolt blveiee taht I cluod aulaclyt uesdnatnrd waht I was rdanieg. The phaonmneal pweor of the hmuan mnid Aoccdrnig to rscheearch at Cmabrigde Uinervtisy, it deosn't mtttaer in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit a porbelm. Tihis is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Amzanig huh?

### Web Zips

We provide access to statistics with all of the websites we build. These statistics can help you learn more about your customers and how and when they use your site. This data is crucial to understanding and improving your site. You can find answers to questions such as: Which month, week, day and even hour is your site visited most? Which pages are viewed most? What search words are used to help people find your site? You can gain a lot of useful information, but it is important to understand how to interpret the data accurately. Watch for future issues for more information about web site statistics.

### Cool Pics

Check out our scenic photography samples at [moreheadmarketing.com](http://moreheadmarketing.com) and find great photos such as this one shot in the Amish Country of Ohio.



### The Magic Rabbit of Advertising Frequency

How often do you need to run a promotion for people to get the message? I wish I could say there was some magic formula, but pinning down the answer to this is like pulling a rabbit out of a hat. There is no easy answer, but with a better understanding of how persuasion works, you can reduce the frequency of your ad message and improve your results. Here is how it works.

You must first look at the art of persuasion. All people pass through five stages of persuasion/communication when making a decision: Unawareness, Awareness, Comprehension, Conviction and Action. The goal of good advertising is to persuade people to act — buy your product, call you, etc.

So how many times does the message need to be repeated (frequency) in order to get them to act? It depends . . . on the person and if they have an immediate need.

Take my teenage son for example. About once a day I remind him to pick up his room. He says, “OK, Mom,” and continues his absorption in the computer. The next day I go back to see the same clothes on the floor, plus another day’s worth, and again remind him to pick up his clothes. After about the fourth day of this — a lot of repetition of the same message with no action — I am about ready to blow a fuse. Conclusion? A messy room is not a problem for him. He is aware of my request and comprehends, but has no conviction to act. As long as I am repeating the same request, no matter how many times he hears it, he has very little conviction (or need) to perform the task. I might get some action if after hearing the message so many times, he gets tired of me interrupting his computer time and cleans up his room. But then again, I may get tired and clean up his room myself. So what is the frequency of this wear-down tactic? A lot.

Now, what if I went in his room and said, “I’ll give you a million dollars to clean up your room in the next 5 minutes.” I’d need a frequency of one message to get him to the Action stage. Unfortunately, I don’t have a million dollars.

So what is the bottom line? You probably aren’t going to be giving away a million dollars, so, like me, your frequency is going to be somewhere between one and a lot. However, the more targeted your audience, (people with a need), and the better your offer, the less frequency you will need. It’s a judgement call. You basically run the ad as much as you can afford to, because, unfortunately, there’s still no magic rabbit in advertising.

