



AN AGENCY **RE-IMAGINED.**
EXPLORE WITH US THE NEW,
IMPROVED AND DYNAMIC
MOB MEDIA.



Accountable Advertising – a phrase that we have coined at our agency that really means a lot to us, but perhaps not enough to others. It has been written many times over that branding today is ineffective, irrelevant, irritating and impotent. We are strong believers in Direct Response/Direct Marketing or what we call accountable advertising. But it's not all branding's fault.

The biggest problem is that when people say branding doesn't work it's because they don't even know what branding means. Agencies cannot, by themselves, "create branding". It's the customer experience that makes branding what it is.

Customers change their perception of the company through all of this activity and through continuous interaction with the product or service. An ad or image can only go so far. The experience is what matters! We, as an agency, can certainly facilitate and shepherd the branding experience look and feel, but there's so much more required from the client and its employees, vendors, partners, etc. There's accountability in advertising!



I do not believe a bad product can survive with good branding. However, a poor product can swell its cash flow with great direct marketing /accountable advertising, but ultimately will fail if the customer experiences poor service, low quality and broken promises. Branding doesn't occur in a vacuum, but there are ways to measure your success and help brand your business. You first have to apply basic accountable procedures like you would with any other money-making department. And that's what this E-book is all about.

PAUL OTIS
CEO, MOB MEDIA, INC.

Accountable Advertising (n.)

[uh-koun-tuh-buhl][ad-ver-tahy-zing]

1. Advertising that works. Effective, define and trackable advertising that creates an ROI for our clients that can be optimized and repeated.

WHYYOU NEED TO HOLD YOUR **ADVERTISING ACCOUNTABLE**

Accountable advertising means effective, trackable/measurable and repeatable marketing activities that produce a continuous ROI for our clients. There's not one right answer, you must ask yourself or your agency to apply their experience, skills and creative sensibilities to what they know about motivating various target audiences and their behaviors/attitudes. The key lies in optimizing, repeating and then optimizing again, constantly improving results.

WHY?

It's an investment

for your company. It's not an expenditure, which means your advertising needs to produce a ROI.

Show that it does work

you will be able to take it to your accounting department and say "we invested X dollars and made 4X's the investment"

Don't forget the main point

many agencies focus all their strategy on creative, ultimately leaving effectiveness in the rear view. Ask your agency (or yourself) to take a business perspective first then add the creativity in. Direct response doesn't have to be boring to be effective.

Shave off the ineffective

accountable advertising allows you to know what works, and then optimizes your ad spend to devote in only areas where you'll see ROI. Allows you to pinpoint your ROI without having you to guess (SWAG*) what and how your advertising might have produced

Take the guessing out

of what is and isn't working for your businesses marketing. No one wants to guess (and thus throw money out the window) at what advertising is effective. What part of the plan worked? What media worked? What creative worked? What should I do next? What's my cost per acquisition?

IMPLEMENTATION

Develop metrics

and make your agency track them. Yes, it's hard work and real labor, but you will be rewarded with trackable success. Metrics could include: leads, calls, website visits.

Track and test your advertising

Accountable advertising requires an investment in tools that will help you analyze your media and creative. Tools may be phone or online lead tracking software.

Rinse & Repeat

Nothing is set in stone. If you are investing in advertising you should get your money's worth. You (or your agency) will fine tune your advertising strategy to optimize the effectiveness.

Adjust and optimize

after analyzing effectiveness of the media, day part, section, and even the creative. Don't be afraid to adjust an ineffective choice of media. Don't be afraid to change a day part. Don't be afraid to freshen up a piece of creative.

Don't be afraid to pay

Invest in toll free numbers (for everything you want to measure), get an online lead tracking program or use tracking pixels and run A/B tests. Use tracking specific software like Icontrol that charges by the lead, or buy something off the shelf. Just be sure to track!

MORE ON MONITORING

As we mentioned, our campaigns include the implementation of toll free phone numbers that are associated with specific print advertisements, TV spots and landing pages, etc. By measuring the response levels associated with each number, we can see exactly which media efforts are generating the best returns. This system also allows us to determine which creative is working the best for a specific media. We are able then to apply a Cost Per Lead and Cost Per Start to the publication, TV station, on-line site or creative. This in turn allows you to make an educated analysis of our media buy and apply it to future buys.

The success of an accountable campaign is contingent on educated testing and making changes to the plan when we you have poor lead flow as well as adjusting a buy to take advantage of a good lead performer. Always monitor lead flow for all of your activity through online systems. These include 24/7 tracking and reporting capabilities through web-based systems that we mentioned earlier.

Only by measuring the responses that are being generated by your advertising efforts, will you be able to make adjustments and fine tune the approach so that you can optimize the number of leads or acquisitions that are created. If these, or similar steps, are not taken, the investment you make in ad placement will not be optimized and your returns and ultimately the campaign will suffer.

LAST WORDS **TAKE ACTION**

Branding is still vital to an overall strategy, but let's realize that in whatever economy we're faced with, continued sales is what counts. And when you're counting, accountable advertising should be employed along with branding elements to create the complete picture for the client. MOB Media has helped our clients create more than just logos, advertising and pretty pictures. We have dug deep to understand the psyche of our audience. We hope you use our experience and guidance for a successful marketing campaign of your own!



smart. effective. creative.

Named one of Orange County Business Journal's top 25 agencies, MOB media, inc. is an independent, award-winning agency located in Foothill Ranch, Ca. Founded in 1989, MOB Media, Inc. continues to set the standard in accountable advertising. With a client list featuring clients like Success Education Colleges, UC Regents, Anajet, South Coast Baking, Jusuru International, and many others, MOB media, inc. is recognized as a leader in its field.

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