

PRESS RELEASE

Badvertising helping to cripple UK economy

Badvertising, or getting less return from advertising than they spent, is costing British companies an estimated £10 billion every year.

Working from figures given to the Advertising Association by WARC (World Advertising Research Centre), businesses in the UK are spending over £19 billion every year on advertising in all forms of media. Because terrestrial advertising (Radio, Newspapers, and Magazines etc) is not working, more and more businesses are turning to the web.

It has long been established that over 50% of all advertising spend is wasted. This means that British companies are literally wasting over £10 billion every year. This is the primary reason why approximately 50% of start-up companies in the UK do not make it past their first year.

Mike Edwards, a marketing executive for top DIY website, DIY Doctor says:

“The word Badvertising was invented to hit the headlines and help more businesses survive. With so many businesses coming to the web to advertise, it is easy to differentiate between the good advertisers (Gladvertisers) and the Badvertisers. The Badvertising Companies offer no advice to the business about how to run a successful advertising campaign. Badvertising companies on the web should be measuring the effectiveness of their advertising using statistics programs and report these statistics to their customers. If response to an advert is not good, the advert should be moved to a more productive page or additional advertising should be given to create value for the customer. Some of these statistics programs are free, with the most notable and easy to use being one from the top search engine Google.

Badvertising is not limited to the web. Radio campaigns, local and National newspapers make no attempt at helping a small business get to grips with marketing, which is absolutely vital for every business. Every Badvertiser should tell every business that buys advertising, how to measure the response from that advertising. This applies to even basic information like asking the caller how they found you. If you do not know where your customers are coming from, how do you know where to target yourself?

Businesses themselves should take responsibility and do more research into marketing. The libraries are full of books like "Marketing for Dummies" They contain the basic advice that businesses need. There are thousands of free marketing tips all over the web. Most small businesses believe that marketing is for the "big boys" but knowing how to position a one man bakery in the market is the answer to the question "Who ate all the pies?"

The most important element in any type of business is shared by every single company in the world. **Customers.** Without customers, we won't sell pies! Every company needs to market themselves in one way or another but Badvertising can cripple companies in a very short time. It needs to be stamped out now."

You can find out more about Badvertising, and how to avoid it, by contacting Mike Edwards of DIY Doctor on info@diydoctor.org.uk

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