

More On Advertising

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For many years, I've been a proponent of Pulse Research and Metro Creative Graphics. The Pulse results show the advertiser what the opportunity is in their local market, and Metro helps close the deal with spec ads.

Recently, those two entities joined forces. For what it's worth, I am recommending that our members take a look at the net result.

In a recent press release, John Marling, President at Pulse Research, explained: "Local businesses want to know the shopping opportunity for their business and then how to reach them to get a larger share. The Pulse-Metro partnership provides an effective 1-2 presentation. Here's the opportunity, and here's a spec ad idea to reach them."

Rob Zimmerman, President and CEO of Metro, agrees: "Including a spec ad in follow-up to a Pulse presentation that shows the actual number of households planning to buy, increases the close ratio dramatically."

The presentation from Pulse Research shows the value of the newspaper's audience specific to the prospect/customer. The spec ads from Metro show creative ways to immediately reach and connect with those very same buyers.

The release says Pulse and Metro began integrating their sales and creative solutions for a few key clients three years ago. Based on direct feedback from sales reps in the field, the approach has progressed, and now users can now toggle back and forth between the two platforms with ease to quickly produce comprehensive, value-driven presentations for every customer call.

Again, I encourage you: take a look at this approach. It just makes too much sense. And please reach out to me if you want to know more. Happy selling!

