**Why Advertise?**

**Advertise to Reach New Customers**

Your market changes constantly. New families in the area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. The shopper who wouldn’t consider your business a few years ago may be a prime customer now. Remember, 20% of families will move this year, 5 million people will be married, and 4 million babies will be born\*.

**Advertise Continuously**

Shoppers don’t have the store loyalty they once did. You must advertise to keep pace with your competition. The National Retail Merchants Association states: “Mobility and non-loyalty are rampant. Stores must promote to get former customers to return and to seek new ones.

**Advertise to Remain With Shoppers**

Through the Buying Process.  
Many people postpone buying decisions. They often go from store to store comparing prices, quality and service. Advertising must reach them steadily through the entire decision-making process. Your name must be fresh in their minds when they ultimately decide to buy.

**Advertise Because Your Competition is Advertising**

There are only so many consumers in the market who are ready to buy at any one time. You’ll need to advertise to keep regular customers and to counterbalance the advertising of your competition. You must advertise to keep your share of customers, or you will lose them to the more aggressive competitors.

**Advertise Because It Pays Off Over a Long Period**

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising. A five year survey of more than 3,000 companies found Advertisers who maintain or expand advertising over a five year period see their sales increase an average of 100%. Companies, which cut advertising, averaged sales decreases of 45%.