

Business Wire - Press Release



Global Media Offers 5 Tips on Creating Effective Infomercials

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As media proliferation and the accompanying media fragmentation increases, traditional media models may generate less sales success for advertisers. That is why Christian Holiday, the Founder of Global Media Marketing feels that infomercials may be the right sales tools for many of today's retailers and service providers. Many smaller advertisers including individual automotive dealers have embraced infomercials recently because of the 'instant' response they provide.

Christian Holiday from Global Media offers these Five Tips on how to tap the power of infomercials from a local retail level to a national level.

First, make sure that the infomercial format is right for you. Do you have a compelling consumer offer at an attractive price? Do you have the resources to staff the phones and take the calls? The biggest mistake is 'time'. React immediately if not live to every call. The viewer acts off impulse and you need to act quickly as well. Most infomercials have an immediate impact and you have to have the people there taking that call at the time your commercial is running or you will lose your prospect and your media investment.

The second tip by Holiday from Global Media Marketing is to test and refine your program. Run a small test in a very limited number of programs and evaluate the number of calls generated and the conversion rate. Most infomercials generate an immediate response. If it isn't working, the offer could not be compelling or the creative isn't delivering the message effectively.

The third tip is to test various media options. Try running the commercial at different times of the day to see which one is the most effective. Vary the networks and the programming blocks based on the demographic groups to see which works best for you. Find your customer.

How long is your conversion process? 5 min - 90 days? Conversion is key, not the amount of calls. Companies that handle calls well and convert are going to see a greater return on their investment. Are your conversions generating enough income for you?

The last tip according to Holiday is to pick the right infomercial supplier. Check out the various options in your marketplace. Meet with them and be clear about your objectives and goals. Stay in constant dialogue with them during the process.

About Global Media Solutions

Global Media Solutions was founded by Christian Holiday. The company is based in Orange County, California and produces over 600 infomercials a year for companies in the automotive, mortgage and other retail sectors. For more information check out their site at www.glbmedia.com or call 714-974-5074.