

next tuesday afternoon

october 9, 2007

It's that time of year again. I got my first call from one of the yellow page directories last week. I let out an audible groan. The poor guy on the other end said, "Omigosh, what's wrong?" I said, "It's that time of year again - the phone book people! You're back!" And he asked, "Is it that bad?" I said, "Yes, it is."

We went on to develop quite a good relationship and I gave him high marks for accepting my honest, if not cranky appraisal of the yellow page plague in Lexington. There are at least six yellow page directories for Lexington alone. For the average business person, it's confusing and difficult to choose between them. This usually results in too much being spent for fear of being "left out" or spending too little to avoid the headache. Either way, it's a poor buying decision.

Lexington has one of the highest per capital incomes for markets our size in the U.S., which drew competing yellow page directories here in the first place. "Isn't competition a good thing?" he asked. "Of course," I said, "competition is a good thing. But because of the competition, none of the phone books are accurate. The other day I was talking to a friend who said, 'I've got (one of) the phone books in my car but it doesn't do any good because half the time the number I'm looking for is not in there.'"

With this many choices, it's up to each business to carefully research each directory and just as carefully create ads (if that's what you need) that will actually bring a return on the investment/s. Creating ads for yellow page directories is an art unto itself. Ask for help if you need it.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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