



*Dear [member\_name\_first],*

## How to get your audience to stop and enter



Stop and enter -- nine times out of ten, that's what you want your audience to do -- whether it's a website, annual report, or trade show booth display.

Working in partnership with our friends at [www.its-your-internet.com](http://www.its-your-internet.com), we just finished a display (an 8x10 foot free-standing backdrop) for a telecommunications company that rented a booth at a huge trade show.

### **It's loud!**

At trade shows, exhibitors compete to get your attention so there are lots of distractions and visual noise. If you are walking the trade show floor, when you encounter a booth, you decide in seconds whether to stop and enter.

Our new design was similar to a billboard. Much like a real billboard, the audience is zooming by, on their way somewhere. So we used one big arresting image that captured a benefit, the visual brand, and a headline - no details.



*Our solution for the trade show banner*

### **Beyond the billboard**

Almost any marketing project has to compete against millions of other messages. And for almost any marketing project, our first goal is to persuade the audience to stop and enter. If your audience doesn't decide to stop and enter, they won't get your message.

For example, an annual report cover, or direct mail envelope, persuades your audience to stop, and decide to "enter" the piece. For a website, the superfeature (the animation panel found near the top of many websites) does the same thing.

So just like the tradeshow display, our strategy to cut through competing messages, and get your audience to stop and enter, is to treat the marketing piece like a billboard.

### **Steps to stop and enter**

- Understand who your audience is and what they want
- Understand your brand and why your audience should care
- Understand your communications channel and what its strengths are
- Create a seamless integration of brand, message, visuals and emotion (by the way, it's what we do!)

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### **FACT OF THE MONTH**

The term "robot" was coined by Czechoslovakian playwright Karel Capek in 1920 -- "robota" being a Czech word for tedious labor.

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### **White paper shows how content marketing can build your brand**

Drop us an [email here](#), and we'll send you our new white paper on how to build trust and use social media to engage your audience.

### **About LevinsonBlock**

*WHO WE ARE: LevinsonBlock LLC is marketing and design firm that has specialized in healthcare, businesses and non profits for over 20 years. We make complex messages simple and simple messages stronger. Visit us [here](#).*

*WHAT WE DO: brand strategy and branding; persuasive content; print (such as annual reports, event promotion, periodicals); and usability-focused websites.*

*If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)*

Thanks for reading!

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