

5 Things Brand Advertisers Should Know About Direct Response TV



By Carl Turner, Marketing Specialist

Once reserved mainly for niche products and services, direct response marketing is becoming increasingly common. According to Forbes, multiple multi-billion dollar enterprises have been created by [direct response TV \(DRTV\)](#) advertising, and those numbers are only continuing to rise.

The right DRTV campaign sells a product or service, but a truly effective DRTV ad also elevates the way people view a brand. Here are five things brand advertisers should know about DRTV.

1. Today's DRTV Ads Are Different

The suggestion of direct response [marketing](#) is often met with a sour face, conjuring images of fast-talking, hard-selling pitch people, unnatural conversations, cheesy sets, poor production quality, shoddy products, and TV channels that nobody watches. While there are many low-grade DRTV ads out there, plenty of DRTV agencies take a far more elegant approach. Rather than attempting to appeal to the lowest common denominator. A modern, upscale DRTV video can be an

incredibly powerful marketing tool.

2. DRTV Isn't Just for Startups and Niche Brands

Plenty of well-known Fortune 500 companies have started implementing DRTV into their current marketing strategies. According to The Wall Street Journal, Sears Roebuck, Allstate, and IBM are just a few of the corporate giants that have embraced direct response advertising recently. Even the most successful companies still need to drive brand awareness and push new offerings. An informative video is an excellent way to reach television viewers as well as internet users.

3. DRTV Advertising Is a Gateway to Other Platforms

An *Adweek* quote on the TVA Media Group site states, "TV is still BY FAR the most effective advertising medium." Obviously television watchers are the primary target audience when planning a DRTV campaign, but the effects spill over to other media platforms as well, primarily online. If you make your organization's DRTV infomercials available on the internet, people are going to be far more likely to share your content with others. Your TV ads aren't limited to TV. They can be accessed on computers, tablets, and smartphones as well.

4. Not All DRTV Agencies Are Equal

Due to the recent resurgence of updated DRTV commercials, plenty of traditional marketing agencies have started adding DRTV services to their list of services. Unfortunately for them and for their clients, effective DRTV advertising takes years of experience to master. In addition to having a team with the technical knowhow and creativity to make high-quality infomercials, as well as the cutting edge equipment and production studios required, a DRTV agency must have the resources and connections needed to place the finished infomercial.

5. Infomercials Are Branding Tools

On average, it takes around \$200 million to establish a brand. Most small to medium-sized companies simply don't have that kind of investment capital to work with. An informative short or long-form video can help to create and elevate a brand for far less. Driving brand awareness while generating direct sales is a dual-edged sword, as getting your product or service onto your potential customer's radar is just as important as getting it into their homes. Effective advertisements lead to word-of-mouth leads and referrals.

Embrace the DRTV Revolution

It's clear that direct response marketing has come a long way, and it's still gaining momentum. Now is the time to start looking into a DRTV ad for your organization. Spend some time shopping around and comparing prices, but also remember that high rates don't always mean high quality—and vice versa. The advertisement itself, and where it's placed, is what really matters. Above all, choose an agency with a proven track record; don't gamble with your company's reputation.

About the Author: Carl Turner is a marketing specialist and freelance writer from Denver, CO. When he's not helping local businesses with branding and advertising or writing about his experiences, Carl enjoys hiking, skiing, and local jazz music. He can be reached at: carlturner.ny@gmail.com