



Advertising For The Small Business

By: John Rayner

For years, small businesses have dreamed of having quality television advertising, with commercials that truly shows the professionalism and skills of the company. How many times have you seen low budget commercials in the middle of the night? Commercials that net little, if any return and cost far more than the small business can afford. Why?

The time, skills and equipment needed to produce a quality television commercial have long been beyond the grasp of most small businesses. This was the realm of the professional videographer (the television stations, the commercial advertising companies). Today, a small business can produce it's own quality advertising without breaking the bank.

Basically, all you need is a video camera, and an editing/video production station (a computer) to produce the same quality commercials as the large corporations. Yes, this is an oversimplification of what you need, but not very much. You do not need to buy the latest and greatest equipment (contrary to what the salesmen say). Equipment that came out in the last year or two should work well enough.

You could set up your own video studio for the cost of 1 decent commercial. Plus, you own all the source materials (voice tracks, video clips, graphic work, final product). Material you could use in other advertising media (Print, Radio, Internet)

As with any new technology, there are many ways to go astray, and spend much more than is required and have nothing to show for the expense. Knowledge is the key. Know what you are looking for, and do not get tripped by all the technical jargon. Hit the net and do your homework before you invest a nickel. If interested in producing your own commercial contact the Chamber of Commerce or Raben Real Estate (342-7272) for more information.

EDITOR'S NOTE: John Rayner of Raben Real Estate is a member of the Chamber's Technology Committee.

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