

# Advertising Using Power Words - Web Design Imagineers



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## Advertising using Power Words

**Words cannot only influence the minds of people but can completely change their perception about a particular thing. Words have the persuasion power to entice and motivate.** They are used by politicians, public relations people, and even by parents to pass on their message. These words are known as **“power words”** and they can do wonders when used in advertisement.

**“New”** or **“Improved”** creates a sense of curiosity. The customer gets an impression that the product is something which is different from others and he/she tries to get it before anyone else does, so as to have edge over others. Laundry products have always been advertised as “new and improved”, for years. Although it can only be a new improved version of the existing product, the power of both the words reinforces each other’s strength.

Take for instance the line **“Money back guarantee”**, these power words helps gain the trust of the customer. It is a must to print these words at the closing line of an advertisement. After this sentence, the methods of payment and how money will be returned if the customer is not satisfied should be stated.

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Most successful advertisements have a **“little known secret”** that generates curiosity within the reader. People are knowledge thirsty, they want to know what others do not know. They think that there is some vital information missing because they haven't achieved the success they desire, in something particular.

Words like **“Insider says that...”**, are similar to **“secret”**. It indicates that there is information available from some expert who is still unknown to the outside world and only if the customer pays, will the information be divulged.

The **“Free”** word in the headline of the message works wonders. The reader easily absorbs the message, if there is something free to be given to the customer. Some people have been known to play tricks using the word “Free” and the customer ends up paying money for something, which they thought was free. The trust is lost instantly. So use carefully and honour your offer.

**“You”** is a very important word in an advertisement. It points out the advantages directly to the customer, if he buys a particular product or service. Step into the shoes of the customer and try to note down the points which will be of benefit and what points will decrease the interest. The advantages then should be referred to the customer by addressing them with 'you'. The customer feels that he is being directly talked to. Perhaps **you** would talk about **your** lifestyle, **your** appearance, **your** home... What does the product do for the customer?... not what do you can offer. The customer is interested in what they gain from it. So for example... **“You** can dramatically improve **your** lifestyle when **you** apply these simple methods to **your** daily routine”

The word **“Immediately”** creates urgency. It can be interpreted as 'Don't wait any longer, get it now!' This motivates the customer to take some necessary and quick action.

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**“Power”** in itself is a powerful word. Give that power to the consumer and see the magic happen. This gives the consumer a feeling that he can take possession of something that he lacked until now and this could help him achieve his wishes.

The basis of a successful advertisement is to understand the consumer’s needs and then design the advertisement accordingly. Just stating the advantages of using the product or service of the company isn’t enough. The sentences should be so designed that the customer should see the advantage of owning the product. For example, when advertising a digital camera, just stating that it comes with a memory card of 5 GB, won’t really do the trick. Instead, the sentence should be changed to ‘enough memory to store 2000 pictures or 150 videos’. The solution to the customer’s problem is reflected in this sentence.

Ideas can be taken from advertisements of other similar brands like how the sentences are written and placed in an advertisement. After the sentence framing, adding power words to spice up the advertisement will definitely make a winning ad campaign.