

Essential The Guide to Effective Promotion



Branding

Branding is not just for large companies. In fact it could be argued that it is more important for smaller businesses to build trust and a good reputation in the marketplace.

We live in a competitive world whereby a point of difference is essential to make your target market take notice. Advertisers have referred to it as the 'attention economy' whereby businesses must compete for the attention of customers.

A common error is for businesses to assume they should be selling to everyone rather than focusing on a targeted group of ideal customers.

By selling to everyone, no one is going to be listening. But by focusing on a small group of individuals, those people will take notice.



- what is a brand?

A brand can be considered to be everything that someone remembers about your business from the corporate culture through to how your business card looks. It is the story about your business, your unique point of difference, or a dialogue with your customers. It should clearly differentiate, add value, and tempt a purchase with a clear, concise and consistent image. It needs to speak the truth and build credibility for your business.

- why is a brand important?

People are prepared to pay a premium for branded products. Research has shown share prices to be greater for companies with positively branded products.

With all the choices available to consumers they are going to choose the product or service from the company which appears to be more professional and trustworthy. If your competitor has a more professional image than your business, then potential consumers are likely to choose to do business with your competitor. You are only as good as how your customers perceive you to be.

Brands help consumers make purchase decisions quickly and reduce the amount of risk involved in their purchase decision. Consumers become familiar with the brand of their preferred product or service.

- how do you build a better brand?

THE RIGHT STRATEGY.

The strategy needs to be truthful to be credible and it should differentiate your product or service from your competition.

CONSISTENCY

Consistency between all promotional material including corporate stationery, brochures, advertising, website and any packaging. A consistent image will build consumer trust in your ability to provide a consistent product or service.

Design elements of colour, fonts, and images need to work together to reinforce your brand.

CREATIVITY

Your brand needs to be unique and memorable. The more creative the idea, the better it will be remembered. Aristotle, the inventor of logic agreed "the idea presented under the most striking circumstances is the idea that is most likely to recur, to be remembered".

CONSTANT EVOLUTION

Your brand should constantly evolve as your business and the market changes.

Logo Design Check List

- ☐ Vector artwork (scalable)
- ☐ Unique, simple and memorable design
- ☐ Communicates your business well
- ☐ Positive and negative versions of artwork available
- ☐ Pantone Matching System and/or colour guidelines
- ☐ Greyscale colour option
- ☐ Professional, easy to read font
- ☐ Colour meanings and fonts communicate your business well



Create the Right First Impression with Business Cards

There is the common saying “you don’t get a second chance to make a first impression”.

Business cards are often the first impression that people have of your business so it is important that they show your business as the professional, reliable, and trustworthy business you aim to be.

With limited space to work with, keep business card design simple. A rule of thumb is to have no more than three blocks of text on any side and no more than two fonts. A cluttered business card can be difficult to read. Make your name and company name larger than other contact information and ensure an easy-to-read font is used. Include all your contact details including your website.

Use the reverse of the card to tell prospective customers what products and services you offer and the benefits in working with your business. Why not include a customer testimonial, a slogan, photo of yourself, or a powerful offer.

Digital or Offset Print?

Digital printing (CMYK) is more cost-effective for short runs and can be used for variable data or customised printing.

Offset printing is superior quality to digital printing. Because it uses plates, it has a set-up cost so can be best for higher volumes. Many modern offset printers use computer-to-plate systems as opposed to computer-to-film work flows, further increasing quality. Offset printing offers use of metallic colours and special effects.

Indigo presses offer digital printing at the quality similar to offset printing with photographic quality, robust colour management and special colour capabilities.

Die-cutting can be done whether digital or offset print but paper stocks are often different whether for digital or offset.



Will advertising work for me?

1. REPETITION

Advertising is more likely to be effective when it is repetitive. If you do not have the funding available to pay for ongoing advertisements, then it is worth re-considering whether advertising is going to be the best form of promotion for your business.

2. SPECIFIC AND SIMPLE

A well targeted and specific advertisement is likely to be much more effective than a general advertisement. Keep it simple and direct people to your website or to contact you for more details. Simplicity is the only way to stand out amongst the clutter of advertising in the publication.

3. THE RIGHT FIT

An advertisement needs to be designed with the publication in mind. An Internet advertisement is more effective when more personalised to the reader compared to a more traditional mass-media approach.

4. CREATIVITY

With all the clutter of advertising, people are used to avoiding advertisements. Most print advertisements look the same. Therefore designing them in a bland traditional format is going to mean people will tend to not notice them. An advertisement needs to be creative and gain attention from your potential customers with a strong headline, eye-catching design and powerful call to action.

5. TEST & MEASURE

Monitor the success of your advertisements. Track leads, sales, and profitability of each advertisement. Run a number of advertisements with different headlines and designs to determine which advertisement is generating more sales and profit for your business.

Advertising Check List

- ☐ Eye-catching design with clear visual hierarchy
- ☐ Headline that intrigues readers to read more
- ☐ Powerful offer to your target market
- ☐ Strong call to action
- ☐ Logo, phone number, email and website contact details



Brochures that Sell

Professional brochures give your business credibility. A brochure needs to tell your target market what the benefits are in dealing with your business and purchasing its products and services. Your brochure needs to tell readers why they should deal with you and not the competition.

A brochure needs a clear visual hierarchy and should quickly direct someone through your brochure, so they can find the information that interests them. Use headings and sub-headings and emphasise important points. As discussed by Claude Hopkins in his Scientific Advertising, we pick out what we wish to read by the headline. People have limited time and increasingly have too many advertising messages to comprehend. Consider using a professional copywriter if you lack marketing know-how or copywriting skills. Copywriting can make a huge difference to the success of your brochure.

Grab your reader's attention with photographs of people that they can relate to. Show the products and services you offer but remember that business is about people not products and buildings.

Your brochure design will be led by the final use. Will the brochure be mailed to your target market or be used as part of a sales presentation? Will the brochure showcase your products, educate your market, or build trust with your target market?

Have a strong call to action and clearly state how a reader can find out more information. It can be a good idea to direct people to your website.

Ensure that brochure colours fit with your corporate brand guidelines. Having consistency builds trust with your target market. Keep the brochure simple and use no more than three fonts. Be consistent in heading and body typeface sizes and think about negative space as well as the content you include. Don't have copy running across a fold.

Any brochure fold needs to be professionally creased before being folded. Printers that miss these important steps may be cheaper but it will mean the finished brochure will lack professionalism. You get what you pay for!

Print Management

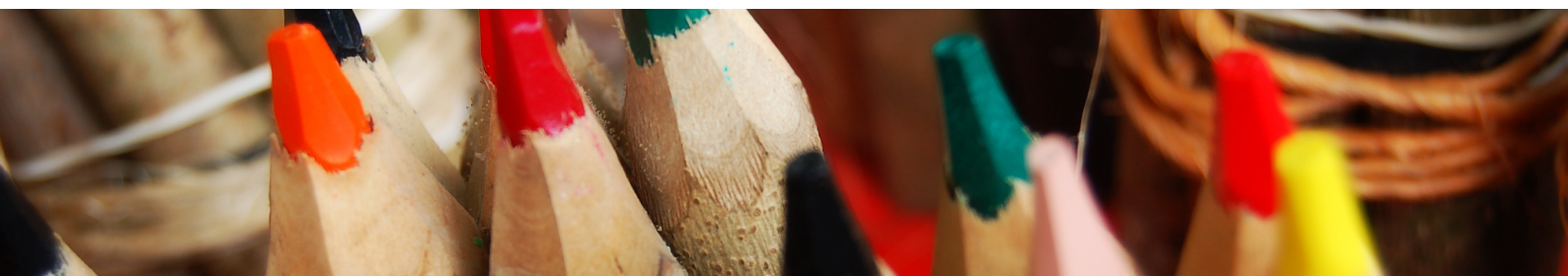
Many small businesses attempt to manage their own print requirements to keep their costs lower. However often this ends up costing more in the long run when they do not achieve the required professional end result. Print quality, stock and effects either enhance or ruin the design you paid for.

- Cost Savings

Graphic Edge are familiar with the printing industry and can choose the printer which is going to achieve the result you want at the right price. It is likely a better price will be negotiated for the job.

- Quality Control

Graphic Edge will choose the best printer for the job. We are a specialist when it comes to print, unbiased, and will manage your job from start to finish.



Direct Mail

When done correctly, direct mail can be a highly effective medium in generating leads. With all the clutter of direct mail, it can be hard to stand out. Capturing your reader has to happen fast and your reader needs to be motivated to take action. An effective direct mail campaign requires:

- **POWER HEADLINES AND COPY TO ENGAGE THE READER.** We pick and choose what we want to read by the headlines. Your direct mail campaign could succeed or fail based on the headline.
- **INTEGRATION WITH OTHER MARKETING.** Your direct mail campaign needs to tie in with our other marketing and provide a consistent brand image.
- **A STRONG CALL TO ACTION.** Tell the reader what they need to do next and get them to take action now. If they don't contact you immediately, you risk them forgetting about your offer.
- **TEST YOUR CAMPAIGN ON A SMALL SAMPLE BEFORE LAUNCHING IT ON FULL SCALE.** Try several versions of the promotion with different headlines and graphics. Measure which are more effective in generating leads and which result in more sales.
- **A DIRECT MAIL STRATEGY TO MAXIMISE THE RETURN ON YOUR MARKETING INVESTMENT.** Don't be led by specials offered by marketing companies. Instead of an ad hoc approach, plan a targeted campaign with clear objectives and measurable goals.
- **FOLLOW-UP WITH A PHONE CALL.** A telemarketing campaign following your campaign will dramatically increase your response rate.

Signage Tips

High impact signs can be one of your best forms of marketing. It is often the first impression someone has of your business and needs to project the right image.

- *Visibility. Less is More*

Keep signs uncluttered and readable. Clearly identify the name of your business with your logo and branding. Keep the background a solid colour which is strongly contrasted to the font colour in an easy to read typeface. Use no more than 2 fonts.

- *Appeal to impulse buyers*

Grab attention of prospective buyers. Tell them what you offer. Direct people to further information by listing your website. Your website is normally more rememberable than a phone number. Put outdoor signage as close to the road as possible

- *Make signs weather-resistant*

The common saying "you get what you pay for" applies to signage! Low cost options are likely to have a short-life. Make sure outdoor signage materials stand up to rain, wind, and harsh weather conditions.

- *Lighting*

Spot lights and light boxes can make a big difference to the effectiveness of signage whether indoors or outdoors.

Marketing Priorities Checklist

Complete the following checklist and identify what your marketing priorities need to be.

☐ **MARKETING PLAN & BRAND GUIDELINES**

We have a marketing plan and brand guidelines document.

☐ **LOGO**

Logo is unique, memorable and scalable (vector art).

☐ **BUSINESS CARD, LETTERHEAD AND STATIONERY**

Stationery fits with brand guidelines and is professionally printed.

☐ **BROCHURES, CATALOGUES & PROFILES**

Brochure design is professional and clearly identifies our product benefits and point of difference.

☐ **WEBSITE**

Website has a professional, eye-catching design, which fits with corporate image, is easy to navigate and generates leads for our business.

☐ **PHOTOGRAPHY**

Our marketing collateral has photos of our products and people our target market will identify with.

☐ **SIGNAGE**

Vehicle and building signage is highly visible, legible, and consistent with brand guidelines.

☐ **PACKAGING & LABELS**

Packaging is consistent with brand guidelines and differentiates our products from the competition.

☐ **NEWSLETTER**

We keep our clients up to date with our news and promotions on a regular basis.

☐ **TRADE SHOWS & EVENTS**

We have a strategy in place for our events.

☐ **ADVERTISING**

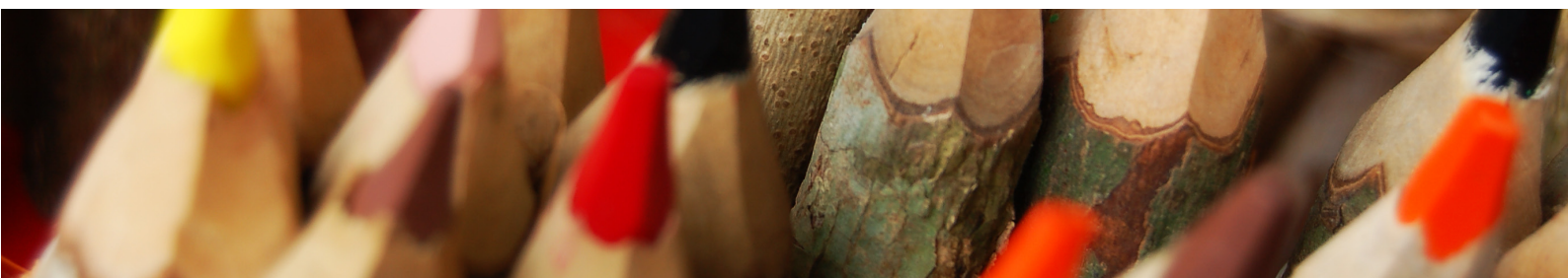
We are pleased with the response rate of our print and website advertising.

☐ **COPYWRITING**

Marketing communications are concise, persuasive, and effective.

☐ **PROMOTIONAL PRODUCTS**

We have clothing and promotional products that promote our brand.



About Us

Graphic Edge specialise in branding and marketing solutions for new and traditional media. We are based in Mt Eden but work with a range of clients throughout New Zealand and Australia.

3 reasons why Graphic Edge is your best choice

1. An integrated approach.

The team at Graphic Edge have expertise in the fields of sales and marketing, graphic design, and website development. With such a wide perspective and understanding of your needs, we are able to provide creative solutions that stand out amongst the clutter of advertising and solutions that are functional and effective at achieving your sales objectives.

2. Reliability.

We will meet your deadline every time with quick turnaround. We listen to what you say and will help you get things right the first time, with you being kept up-to-date throughout the project.

3. Professionalism.

Our workmanship is of the highest quality. We offer experience and follow the ethical and professional standards of our industry. We continually seek to do things better, to save time, money, and help improve your business.

Your complimentary copy of the Essential Guide to Effective Promotion was brought to you by Graphic Edge.

