

## Brochure Marketing Tips and Tricks

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A brochure is one of the most commonly used printed marketing materials. While savvy business people do much of their dealings via the internet, they still enjoy the personal sense of connection they get from printed pieces. Brochure marketing as a communication medium is portable, tangible, and allows prospects to read about your business at their leisure. Custom brochures are a great way to give your customers all of the information they need because they don't have the time and size limitations of other marketing materials. Brochure marketing is also a great way to keep in contact with current customers, building loyalty and reinforcing credibility.



Here are some ideas for successful brochure marketing from [48HourPrint.com](http://48HourPrint.com):

### Be Conscious of Design

The eye naturally looks to some visual cues before others. **Your reader will look at pictures first, and then headlines, charts and graphs, captions, and finally body text.** Keep this in mind when establishing the basic design of your brochures. Make sure that the reader is able to pick up the majority of the content at a glance by looking at pictures and skimming the headlines and captions. Don't hide vital selling points within the body text. Make sure to include the essence of your objectives in the headlines and captions. When thinking about arrangement and style, think about whether you want single or tri-fold brochures [KI added: or a format that allows for direct mailing].

### Maximize Effectiveness through Content

Your custom brochures should convey a concise, direct message in a visually persuasive way. The type of information you include could determine whether or not you convert a sale. **Try to make features into a bulleted list of simple, memorable phrases.** Customers that understand your business are more likely to buy from you, so avoid using technical descriptions, jargon, and buzzwords. Find out what keeps your current customers coming back as well as what sets you apart from your competition. Emphasize one or two of these qualities in your brochure marketing efforts.

### Give Your Reader a Reason to Read On

If the cover of your brochure doesn't grab readers' attention, you can be sure that a majority of your custom brochures will get tossed before potential customers even open them. Keep the brochure simple and easy to understand. **Add a phrase that teases a special offer that they have to open the brochure to read about.** Use phrases like "Limited Time Offer" and "Savings Inside!" to pique their interest. If you choose to add your logo on the front, make it smaller than usual and don't make it the focus.

### Address Readers' Concerns in a Logical Sequence

Assuming that you have all the requisite design elements covered, **the ability for you to successfully and succinctly communicate with your audience is the difference between a brochure that is taken home and thoroughly processed and one that ends up in the bottom of a nearby trash receptacle.** One of the best ways to accomplish this is to anticipate potential

questions and answer them in a logical sequence. What would your first question be if you were a customer? Proactively answering these questions in a coherent order will make your material flow nicely and easier to follow.

### **Know Your Audience**

When developing your brochure marketing campaign, it is very important to understand who will be reading it. Your intended audience should dictate the type of information you include. **Narrow the recipients down to customers that will help to boost sales.** This does not have to be new clients. Targeting current customers is sometimes the most ideal way to introduce a new product or service.

### **Create a Keeper**

If your brochure is a simple statement of why your company is great, why your products are the best, and why people need to buy from you, it won't be retained for very long. Even people who buy from you will discard your promotional materials shortly after they acquire them. However, **if your custom brochures include general information that is valuable, people are more likely to save them and refer back to it from time to time.** Adding proven tips, strategies, and helping to clarify commonly asked questions on your brochure will exponentially increase its longevity.

### **Identify Its Purpose**

Another aspect that influences subject matter is the type of custom brochure you're developing. There are **five basic types of brochures**, each with its own purpose. They are:

- **Leave-behind**  
One you "leave behind" after a meeting with prospective clients
- **Point of Sale**  
For display at the location of the sale
- **Respond to Inquiries**  
This is a follow-up brochure, answering specific commonly-asked questions
- **Direct Mail**  
Part of a mass-mailing effort to promote business
- **Sales Support Tool**  
Similar to a leave-behind, these act as a selling aid for sales staff Depending on which type of brochure you create the overall design may be different. For example, you would likely not send a Respond to Inquiries brochure as a Direct Mail piece.

### **Tell Them How to Find You**

**One detail commonly forgotten in a brochure is contact information.** Include your address, phone number, fax number, web address, store hours, directions, and any other pertinent information that will make it easier to get in contact with you.

### **Include a Call to Action**

Now that you've given customers the tools they need for an informed purchase, you need to ask for action. "Act fast", "Visit our website to order now!", or "Call today" are all examples of calls to action. Even the most motivating brochure is only valuable if it drives business back to your company. **In fact, to increase your brochure's selling power, you should include your offer and a response mechanism on each page of your custom brochure.**