



Explore Different Ways to Deliver Your Advertising Message

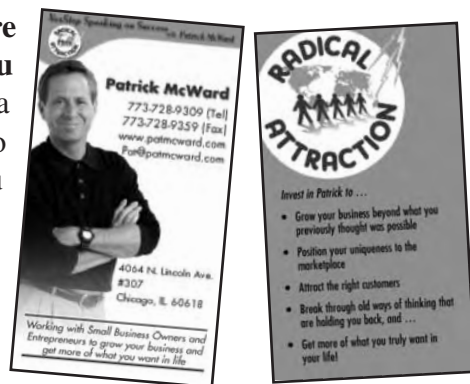
By Debbie Manning



In business you need to continually attract new customers (or clients or patients). You need to continuously keep your “message” – and your business name – in front of your customers. In addition to a well designed website, there are numerous print formats that can effectively and efficiently explain your advertising message.

Business Cards

Cards that are 3.5 x 2” are about the cheapest cards you can print. And you can fit a lot of information on the two sides of a business card if you think creatively. Consider a “coupon” – or use the back side for appointment times.



Postcards

Postcards don't need to be limited to 4 x 6” cards. Check with the post office about mailing costs for standard and non-standard sizes since postage is a relatively large expense. With postcards, you don't have to worry about getting your target audience to “open the envelope.” With good planning, you can get quite a lot of information on a relatively small card. Four color (full color) postcards are very inexpensive to print. Often you can save even more by using black ink only on the back of the card.



Tri-fold brochures

Consider a tri-fold brochure, possibly with one panel saved for mailing information. Tri-folds save costs on envelope-stuffing labor and are also very economical. You can print a two color brochure, but four color has become inexpensive as well, so check on print costs before making a commitment to your design. It is much easier to convert a 4 color design to 2 color than to add color back to a 2 color design.

If you don't think you have enough to say to fill a tri-fold, a 2-panel card works, too. It fits easily into a business size envelope or can be sealed with a small wafer seal.

Traditional Print Newsletters

Traditional newsletters still are extremely effective in delivering your message. You can create a simple flyer-style newsletter – a 2-sided 8.5 x 11” page or the more common 17” x 11” page folded in half. Both one and two color designs are very economical to print. Remember, you always have the use of white – for free! Reverse out type or graphics to add interest to the layout.



Electronic newsletters

You can also create an electronic newsletter – with **no** print costs.

There are many options in emails. You can create very basic email messages, separated, perhaps, by different colored headings. These are very easy to design.

Try to avoid “attachments.”

Unless your receiver recognizes your name, the chances are that your message will be deleted before being opened. Or it will end up in your reader's spam file.

There are many good Internet-based e-mail programs that can manage your database AND create professional looking “e-newsletters.” Constant Contact is a popular program. The next time you receive a pretty email, scroll to the bottom. Chances are you will see their logo.

Software like this creates attractive emails, but has other benefits as well. For example, using email marketing service software usually avoids spam labels. If you send out 500 emails at once, the fact that 500 went at once often makes your email spam, subject to spam filters. When released from an email marketing service site, it's more apt to reach your targeted reader. They also provide very thorough statistics about who is clicking back to your website, who's opting out, and so on.

Content – Consider Your Audience!

Before writing anything, think about your readers. Write *for* them. What are their interests? Present benefits of how you can help them. Write about your industry and trends that might affect them. But also

present interesting pieces of general information. Quotes are interesting to many people. In newsletters, recipes are sometimes effective. You want to be entertaining enough so they don't trash your information as soon as they see your name! Remember – less is more.

Keep a goal in mind as you write and assemble your materials. What do you want your readers to walk away with? What do you want them to learn? To think about? And why do you want them to contact you? The old adage “what's in it for me?” still is important to your readers.

Especially in this Internet age, keep articles brief. Bullets are good. Ask readers to call for more information (at which time you can give them ALL your opinions at once – after all, they asked for it!)

Give credit to those who deserve it. Watch for – and respect – copyright notices. There is great information on the web, and many people are willing to share it – often for reciprocal link.

A “DuPage Woman” business owner for over 10 years, Deb Manning is a graphic & web designer who works with all sizes of businesses on logos, brochures, newsletters, newspapers, books, websites, and more.

If you have an idea or want to start a print or web project, give Debbie a call for a no obligation project quote.

Call 630-668-0603 to start a partnership with a designer ... or visit www.debmanning.com today!

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