

Marketing Insights

Marketing & Public Relations Strategies from Bay Marketing Consultants

CREATING EFFECTIVE BROCHURES

Simple Guidelines Can Help Your Organization Stand Out

Nothing sells an organization like an effective brochure. Brochures are a crucial ingredient in any marketing strategy. The best brochures do more than impress by being attractive; effective copy informs and captures a potential customer's attention.

Copy That Captivates

When a prospect picks up a brochure their first question is likely to be "Why should I read this?" While the actual product or service your company provides is important – it is equally important to tell what makes you different from your competition. Make sure your copy focuses on your strengths:

- Are you experts in efficiency?
- Does your staff have impressive credentials or award winning skills?
- Have you enjoyed a greater success rate than others?
- Do your R&D capabilities allow customers to bring new products to

the marketplace faster than their competitors?

When writing copy, cast attention on the important facts and remember that space is at a premium. Most people skim rather than read, so use headers, bullet points, short sentences and paragraphs.

Testimonials from satisfied customers can have a great impact. Endorsements that refer to specific benefits and results are most effective, especially if they come from a well known expert in your industry or a respected company representative.

Include a Call to Action

Be sure to insert a call to action in your brochure letting readers know what you want them to do. Popular phrases are "call us today" or "visit our web site for more information."

Designs That Deliver

A brochure's design should project a first class image. Use compelling and easy to read type. Try to stay away from too much text and the use of inexpensive clip art. A quality brochure design will make your organization look professional. The front cover of your brochure should be attractive but simple, encouraging the reader to pick it up and open it.

Anatomy of an Effective Trifold Brochure

Front Page (Panel 1): Should grab attention and get the reader to open the brochure and see what is inside.

Center Spread (Panels 2, 3, 4): Spread the copy and graphics across all three panels and cover the introduction, description of features/benefits and a call to action.

Fold Over (Panel 5): This is one of the first places readers see, so it is a good place for testimonials or bulleted benefits of your product or service. Other possibilities include before and after pictures, third-party endorsements, statistics and frequently asked questions.

Back Page (Panel 6): Repeat the call to action and tell the reader what you want them to do and how to do it.

Be Consistent

Once a design is selected for your brochure, keep that look across all of your marketing materials. You want potential clients to know that you are focused, so decide on a look and apply it to everything from your brochure to business cards.

Bay Marketing Consultants is a MMBDC Certified MBE

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Demographic Trends

African Americans & The Internet

African American households are logging onto the internet with increasing speed. Nielsen/NetRatings reports that the African American internet audience in the United States has grown to more than 10 million, comprising almost eight percent of the total home and work combined online population. The African American internet population spent a total of 44 hours on the web, initiated 42 sessions, and viewed 1,186 pages online in January 2003. In comparison, the total online population spent approximately 50 hours surfing the web, logged 52 sessions and viewed 1,444 pages.

BlackPlanet.com was the top online destination for African Americans. The site garnered the highest concentration of African Americans. Following closely, music site Zjamz.com was the second most visited destination.

Also, according to the latest Nielsen/NetRatings NetView data, nearly one-third or 32 percent of the African American internet audience in the U.S. logged onto the internet through a high-speed connection, an increase of 55 percent from January 2002. *Source: MediaPost*



Bay Marketing Consultants Creates Eye Catching Marketing Materials

Bay Marketing Consultants has been busy helping our clients develop new materials to promote their services and capabilities. Some of the clients we have recently completed projects for include:

- Ace Metal Corporation
- Detroit Central City Community Mental Health
- Hutzel Women's Hospital
- Faurecia Automotive Seating
- National Association of Black Automotive Suppliers (NABAS)
- Sinai-Grace Hospital

For information on how Bay Marketing Consultants can help your organization create eye catching and impactful marketing materials, call us at 586-757-2177.



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