

Illawarra Small Business Assistance

HELPFUL HINT – HOW TO DESIGN BROCHURES AND FLYERS THAT ARE TARGETED, HAVE IMPACT AND ACHIEVE OUTCOMES

Planning and creating the format and content of your advertising and marketing material can be a daunting experience. Basically there are three important aspects to consider:

1. Target Market

You must be quite clear about your target market before you go to copy. The development of “Customer Profiles” for each segment within your target market is a great way to start. These help to clarify what is required to satisfy customer needs.

In describing your customers you should be looking at their characteristics, their needs and wants, and the promotion strategy that is most likely to grab their attention and attract their interest.

By focusing on the following five critical elements it is possible to develop an offer to the customer that will hopefully exceed their expectations and in the process provide a clear path to the design of your advertising copy.

NEEDS What’s expected? What will the customer consider a “must”?	LIKES What’s possible? What might the customer like as an extra?
BENEFITS What’s the fit for this market segment?	ADVANTAGES How do the benefits transform into advantages? What’s in it for them?
CONCERNS and RISKS What frustrations might your customer have with your product/service? What issues might impede a smooth transition to sale? What objections might the customer raise?	

2. Physical Design

This is to do with the overall appearance. It needs to be attention grabbing, attractive and appealing to the eye.

The fundamentals to consider are:

- Strong HEADLINE
- Shape and Size
- Subheadings
- White spaces
- Diagrams/pictures

The critical factor is to focus on producing an effective communication that will achieve measurable outcomes.

An impressive physical design that lacks good message structure and content directed at the needs of the prospect will fail to attract interest. A famous quip from an advertising grand master is quoted as follows; *“Don’t tell me you love my advertisement, tell me you want to buy my product”*.

3. Message Structure and Content

Again, the whole focus has to be on the prospect. You need to get the reader saying in the recesses of their mind, *“Yes! That’s my problem and that’s what I’m looking for”*.

Use of simple direct language written from the heart with empathy in mind can be powerful. Short words and statements are desirable with use of positive connecting words to make the copy flow well.

Above all else, be positive, truthful and credible in presenting a strong SELL message to your identified target market.

Effectiveness Test

An age old and proven strategy to test the effectiveness of your brochure is to apply the following criteria referred to within the advertising industry as **A.I.D.A.**

ATTENTION

- Grab the Attention
- Flag down the reader and Stop them in their tracks
- WIIFT – what’s in it for them, the customer?

INTEREST

- Engage the reader – create real interest – make them think hard and use their imagination about the product.

How? DIFFERENTIATION - highlight your USP (Unique Service Provision) and outline the benefits and advantages. Convey this in terms such as ...WHICH MEANS and SO THAT.

DESIRE

- Make the offer irresistible and build emotion. The temptation should, for example, make the prospect almost want to smell and touch the product.

Creating desire is vital as it is the critical link to the next step...

ACTION

Having grabbed ATTENTION, created INTEREST and built DESIRE you now have to make the deal happen. You must now compel the prospect to ACTION.

The aim with your advertising is to take the prospect on a journey constantly moving towards a decision to buy your product or service.

In addition to ensuring the design/content has AIDA it can also be vitally important to establish:

CREDIBILITY

This can be achieved by including testimonials and endorsements. Where these are inserted can depend on the nature of the target market and in some cases it may be relevant to tell a success story.

The main point to make here is that your credibility message needs to be authentic. It will be much more forceful if it comes from loyal customers who are eager to brag about your product/service.

OK, so let's now look at some practical tips starting with....

HEADLINES

The first point I want to make is what is called the 80% rule!

- i) 80% of people only ever read headlines!
- ii) Once you've written the headline you've written 80% of the ad.

The second point is headlines should have a **"Point-of-YOU"** with emphasis **on power words** such as "you" or "your". "How to" is also very effective.

Simply changing the slant and/or the context and the power created by one or two words can have dramatic effects.

Front panels on brochures that are covered with logos, business names, addresses OR in many cases heaps of information in small print, all lose significant impact opportunity.

Remember, we are all bombarded with a huge range of marketing images – some say a minimum of 200 images pass our eyes every day and if you watch the standard average of 4 hours per day free-to-air television it could rise to 2000 per day!

If your medium is the single page flyer or the front of a folded brochure you only have one limited chance to get your message across.

So, the top third of your flyer is the place for your HEADLINE

Develop headlines that make the reader curious and then demonstrate **Benefit**

Headlines that make the reader interested and also makes them **think** can be hugely effective. Open ended questions or statements that start a thought without finishing it and in the process entice the reader to find the answer are great examples. An added approach after having raised thought and interest is to then lead on with a statement starting with, “Learn How...”

It’s no good to just list features in dot points – that’s pretty boring!

You have to pretend you are the reader seeing the product for the first time – ***what is it, what does it do, and what can it do for me?***

So, it’s critical your HEADLINE is always written with WIIFT (“What’s In It For Them”) in mind. Otherwise you have little hope of attracting your prospect to read your body copy.

BODY COPY

Let’s now consider some pointers for the body copy...

Upper Case

Useful for emphasis in headlines and to make KEY words stand out.
But too many words in upper case make the text harder to read and consequently you can lose lots of impact and effect.

Bold

Bold is great for creating awareness and emphasis and is super for headings and sub-headings.

It is like a call or “**shout**” for attention – helps to make it stand out from the crowd – but if you keep using **bold** it could put the reader off and lose effect. If you **shout** too often it could be like the boy calling wolf too many times and readers may decide to ignore you!

Italics and Reverse Type

Graphic artists love italics and reverse type (where the letters are cut out of a coloured background – for example white lettering on a red background).

Reverse can be really effective on large display boards where a few words appear in very large font.

Websites is another medium where it can work well with an illuminated background.

It can be quite effective for headlines on brochures and flyers but there is a real need to ensure the font is large. Anything less than 16-point and many of your readers could have trouble reading it, so avoid using it unless you are clear about your target audience and you have the capacity to use large font. Be especially careful about using light colours in the background; for example a soft yellow or a dull green.

Graphic Patterns and Faded Visuals

Again, graphic artists and designers love to print over images to create a classy or trendy effect. This is most evident in modern magazines targeted at youth markets.

If it suits your target market then go for it BUT if not, **don't use it**.

Why make it harder and more difficult for your prospective customer to read and comprehend the message you are trying to get over?

Fonts

Well, what works best?

- **Headlines**

Sans serif works well and this is particularly so for emails and websites where the background is lit.

It is a clear, sharp font. Examples are **Ariel**, **Helvetica** and **Verdana**.

But it is wise NOT to use it for the body copy.

Why? These fonts are great for short, sharp impact but are said to cause greater eye fatigue and lower comprehension.

- **Body Copy**

Serif typeface is the preferred font for body copy – such as **Times New Roman** and **Bookman**.

Check out your local newspaper and any book you have been reading - you are bound to see a serif font has been used.

Why? Notice the little feet? It is argued that this type of font makes it easier for your eye to scan the words as it moves along the page

Photographs

Well, we all know that “a picture paints a thousand words”.

The trick with photographs in publications is to make sure the picture used creates the right thoughts in the reader’s mind.

If it doesn’t achieve the impact and message that you intended to put across then it will be counter-productive. So, careful use of images is very important.

Just as important is the need to answer the “**what’s this about?**” question that the photograph should create.

How? Photograph captions that appear directly beneath the image are your big chance to create the relationship and spell out exactly the message you want to deliver. It should be up to, but no more than two short sharp sentences.

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