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PRECISION PERFECT...

INTEGRATED MARKETING SOLUTIONS



Brochures are becoming important parts of the electronic marketing mix. A brochure is a perfect delivery piece when directing visitors to a website using a QR code.



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A Website Is Not A Brochure: Why You Need Both

When it comes to providing information about your company and its products and services, a good web site offers a lot of advantages. It allows prospects to find you, regardless of their geographic proximity. Searching for information is fast and easy. The prospect has complete control, spending as much or as little time as desired on the site.

But all the information gathering can be done anonymously. That means you don't know the extent of the prospect's interest – whether an early-stage shopper (slight interest, may not have intention to buy); information seeker (gathering information from more than one source); qualified buyer (has the interest, authority and budget to make a decision); or someone actually ready to purchase. You can't answer questions, counter misinterpretations, or offer additional information. In short, you have no control over the sales process.

An effective brochure, on the other hand, returns control to you. It also requires you to think through exactly how to tell a compelling story about your company and its products and services – the basis of any marketing effort, regardless of the strategy used to carry it out.

Why You Need a Brochure

Because it is so common to see people using their mobile phones or desktop computers to gather information, we may forget that people also seek information on paper. Think of the times you've printed something you saw online to save for later – a cartoon, a clever saying, a reminder, a coupon. The same is true for direct mail or for brochures on a store counter. If the direct mail

piece or the brochure catches your interest, you are likely to put it aside to look at later.

Brochures are an important part of the sales process. They may be sent ahead of a face-to-face visit as a way for the prospect to begin research into your company, product or service. They may also be left behind as a reminder of the visit. The brochure can help during the sales call itself. If the prospect asks for information that is in the brochure, you can refer to it either for a more extended discussion, or to reassure the prospect and move on to another question or area of inquiry.

Going over a brochure with your prospect is seamless and doesn't require any extra room or equipment. While you are directing the prospect to the section of the brochure that answers his question, you can add information on-the-fly that addresses knowledge you have gained during the sales call.

One purpose of a sales call is to build trust and confidence between you and the prospect. Some sales coaches teach that a sales person should not give up on a prospect until he or she has reached seven "touches" with the prospect. (A touch is a contact with the prospect, such as a telephone call, e-mail, direct mail piece or sales call.) A brochure provides a way to touch in the form of a followup once the sales call is completed.

If your company uses trade shows as a way to prospect, a brochure is indispensable. Besides providing a focus for discussion, it can give the prospect something to do while waiting to speak to someone in the booth, and serve

(Cont. on page 3)



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Characteristics of an effective brochure

An effective brochure engages both sides of the brain: the right side which responds to color, images, creativity – the “big picture”; and the left side which responds to language, logic, numbers and reasoning – the details. Interestingly, the fastest way to create an effective brochure is to begin with the details and end with the big picture.

A useful way to gather details is to use the five Ws of journalism: who, what, where, when, why. In journalism, the answers to the five Ws provides the information needed to report the event or news story. By answering the five Ws about your company, product or service, you’ll develop a complete description that can become the brochure copy.

It is possible that in the process of answering these questions, you will discover that you need several brochures – one aimed at a specific audience; one highlighting a specific product or service; one that provides company background and history. If this is the case, it will be important that they all are tied together with a consistent graphic design.

TRICKS & TIPS

Though the copy for a brochure can be produced by a professional writer, many companies prefer to write the text themselves, then provide it along with photos and illustrations to have the brochure professionally designed. If you are comfortable writing copy, we offer some tips to help you produce a better brochure.

01

TIP

Don't Overwrite.

The average reader spends more time looking at photos, captions, headlines and visuals than reading text. You can work with this tendency by making the text easy to skim. Use bullets, lists, headlines, subheads, and short paragraphs so the reader can absorb the information at a glance.

02

TIP

When describing a product or service, focus on benefits, not features.

Features are attributes of the product or service (comes in four colors; is made of stainless steel). Benefits answer the customer's question What's in it for me (will match any décor; can be used outdoors without rusting). Customers buy on the basis of benefits, so clearly define what they are.

03

TIP

Be clear about your unique selling proposition.

The unique selling proposition shows how your company, product or service is different than your competition or the other choices the prospect is considering. Your company may have developed its unique selling proposition as a marketing strategy. Or you may need to uncover it by asking your best customers why they buy from you.

04

TIP

Use simple language.

In Tip 1 we mentioned that most brochures are skimmed rather than read. Cooperate with this tendency by keeping language simple, concise and devoid of industry jargon (unless you are writing for a technical audience).

05

TIP

Make a mockup.

Before you begin writing your brochure, fold a piece of paper into the brochure shape, then make notes of what you intend to cover on each panel. Refold the brochure and read your notes, checking to be sure that the order of presentation supports the logical development of your points.

1 WHO Here is an example of how to use the five Ws:

• **Who:** The answer to this question defines the audience that will be reading the brochure. If you find that the audience is too diverse, you may want to consider developing more than one brochure, each aimed at a more specific group.

2 WHAT

• **What:** This addresses the format of the brochure – how much space will be required, how to display the information, and the proportion of text to graphics.

3 WHERE

• **Where:** Think about where the brochure will be used. Some possibilities: part of a direct-selling sales cycle; distributed at a trade show; as a direct mail piece; as a product insert; as an introductory leave-behind; as a rack card.

4 WHEN

• **When:** Determine when the brochure will make its debut: as part of a product rollout; as support for a direct mail marketing campaign; during industry events (trade show, annual convention); during holidays.

5 WHY

• **Why:** this addresses the purpose of the brochure – to introduce or build awareness of a company, product or service; to be a handout during a sales presentation; to be a reminder after a sales call; to send ahead prior to a sales call.

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as a reminder of the conversation when the prospect is reviewing the trade show literature. Finally, a timid or busy prospect can take a brochure for reference without having to interact with anyone.

Other ways a brochure can help the sales process:

- Provides a way for your prospect to accurately convey information to others within his organization.
- Exposes your customers to other products and services you offer that they might not be aware of.
- Educates the prospect while simultaneously demonstrating the company's expertise on a specific topic, product or service.


How to organize a brochure

Since most brochures are intended to be informative, the secret to an effective brochure is learning how to organize the key selling points in a logical order – often the same order you would use if you were selling face-to-face. First, qualify the prospect by helping him determine whether reading the brochure is worth his time. Next, present features translated into benefits, followed by more detailed

specifications if needed. Finally, provide the information the prospect needs to take the next step – to request more information, ask for a face-to-face meeting, or make a purchase. You may also want to print a QR code that will lead the prospect to your web site where he can browse for more information.

Unless you are preparing a brochure about the company itself, make any discussion of the company's history or corporate philosophy brief and place it at the end of the brochure. In the early stages of the selling cycle, company information is of minor interest to prospects.

We are brochure experts

Since 1958 we have been helping our customers organize the material for their brochures, as well as designing and printing. If your company doesn't yet have a brochure, or if an existing brochure needs to be refreshed, contact us for an consultation. We can be reached at 970-245-1294 for an appointment. 

Vocabulary of the Graphic Arts



5 Ws: who, what, where, when, why. A technique used by journalists to gather the details of a news story or event. Generally speaking, the answers form a thorough explanation of what is being reported.

Copy writing: the act of generating text that will be used to market a produce, service, or business.

Direct mail: printed advertising matter sent through the mail to prospects and customers.

Fugitive glue: pressure-sensitive dots of glue having a low tack that allows the item affixed with the glue to be removed from its carrier.

Leave-behind: a brochure, advertising specialty or other item presented to a customer or prospect as a reminder.

Pixelation: a bitmap image whose individual pixels are visible.

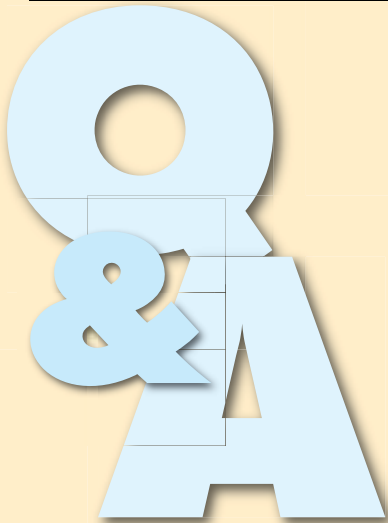
Point of purchase: any place (such as a retail outlet or an online store) where a product may be purchased. Also called point of sale.

Product benefit: the value or advantage a customer will receive by using a product or service.

Product feature: the physical attributes or specifications of a product.

Touch: a contact with the prospect, such as a telephone call, e-mail, direct mail piece or sales call. Some sales coaches advise using a minimum of seven touches before stopping active contact with a prospect.

Unique selling proposition: the real or perceived benefit of a product or service that differentiates it from the competition.



Q. Do you have any suggestions for selecting images to appear in my brochure?

A. Every brochure benefits from having visual images in addition to text. These images may be photographs, illustrations, drawings, or even charts and graphs. The purpose of the images

is to attract the reader's attention and enhance his or her understanding of the text. For this reason, be sure that any image you include is easy for the reader to identify and relevant to what is being discussed. Don't let the image compete with the text or raise issues that are not covered in the text.

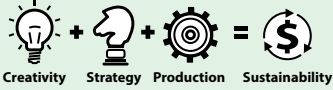
When selecting photographs, be sure they will reproduce well. A good rule of thumb is to only include photographs with a resolution of 300 dpi at the size the photograph will appear in the brochure. A photograph whose resolution is lower than 300 dpi runs the risk of pixelation (also known as the "jaggies").



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This newsletter was designed in house by our staff and printed on our 4-Color Direct Imaging Press



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The Idea Corner



To avoid having your brochure go out of date because some information – prices, schedule of events, person to contact, or similar – changes frequently, consider using an insert to present this information. A standard insert would be just slightly smaller than an individual brochure panel, so the insert will be completely enclosed by the brochure. But there are other possibilities:

- **Extra long.** An insert that is longer than a single brochure panel and designed so that eye-catching or teaser copy is visible as a headline.
- **Extra wide.** Same concept as the extra long, though this insert is wider than the folded brochure.
- **Affixed with fugitive glue.** Fugitive glue is adhesive that is used to affix credit cards, membership cards or other items to a base carrier. Fugitive glue is available as dots on a waxed carrier and are easy to remove one-by-one to affix an insert into a brochure. Could be used to affix a business card, a discount coupon, or a response device.
- **Bookmark.** A bookmark that contains the variable information is a useful add-on to a brochure.



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We have been a proud sponsor of the Kokopelli Classic for the past 7 years. The Kokopelli Classic plays a vital role in helping provide operational funds for the Mesa County Search & Rescue Ground Team.

2013 Holiday Closures

Thanksgiving - November 28, 29
Christmas - December 25, 26, 27, 30, 31
New Years - January 1, 2014

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