

# Marketing Tool Kit



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## Table of Contents

A.	Introduction	Page 2
B.	7 Tips for Creating an Effective Poster	Page 3
C.	The Essentials for Creating a Quality Brochure	Page 8
D.	The Basics for Building a Website	Page 17
E.	Brand & Logo Design	Page 24
F.	Display Banners	Page 27
G.	Promo Cards	Page 30
H.	The Main Elements of a Promotional Campaign	Page 33
I.	Concluding Remarks	Page 36

## A) INTRODUCTION

Every administrator or manager wants their programs or services to be well known in the community. But often, the tools to make these programs and services are not available or not yet developed. For many programs in First Nations communities there is usually a great deal of focus on ensuring the program is established and perhaps not enough time spent on promoting the program or services to the rest of the community.

This Marketing Tool Kit has been designed for the purpose of helping program managers to produce promotional materials and tools that are easily recognizable in the community. The intention is to provide insights about how you can develop the essentials for the following:

- Poster
- Brochure
- A website
- Promo cards
- Display banners
- Logo or brand design, and;
- Elements of a promotional campaign

Whether you are considering developing these resources on your own within your community or if you are wanting to utilize a professional graphic designer/printer to finish your project, the insights we provide in this Marketing Tool Kit should give you some solid directions. You will be able to competently discuss your project with a professional and convey what or how you would like them to complete your project.



## **B) 7 TIPS FOR CREATING AN EFFECTIVE COMMUNITY POSTER**

Every community has posters of some kind or another hanging on the walls of the band office, the health centre, the store, or the community hall where people often come together. Whether it's for promoting a special cause or an event, posters can be a fun way to present a message and do some interesting things with designing.

Whether you are going to take a crack at designing your own poster, or you want to put things together and direct a graphic designer or professional printer to finish it off for you, here are some helpful tips to get you started with creating a poster that will catch the attention of community members and improve your poster design:

### **1. Size matters**

Poster design starts with figuring out how big the poster should be – because size DOES matter. If you put your information on a regular 8 ½" x 11" sheet of paper, or may get a few peoples' attention. But if you really want to get your poster noticed by everyone, you need to go bigger than that. A common size is 11" x 17" and many regular printer machines today are capable of printing in this size. And even if you want to get the poster printed up at Staples or by a professional printer, 11" x 17" is not only economical, it's practical for a do-it-yourself effort. Anything bigger in size will require a print shop to complete it for you.

Posters can be designed vertically or horizontally, but most are commonly designed with a vertical orientation. It's best to use the vertical design.



Vertical Design



Horizontal Design

## 2. Make your poster easy to read from a distance

The top priority of a poster is usually to let people know there is an event happening in the community. Key information should be easy to read from a distance to help draw peoples' attention to the poster so they will take a close look at what's being presented.

When it comes to poster design, think of your messages as having three (3) distinct layers:

- a) **Title or Headline:** this is the main (and largest) text or message in the poster design. Make sure you keep the message in a readable font type and a large size that is interesting and demands attention.
- b) **Details:** What, when, where? Answer these questions in the second level of text. It's the key information that people need to know about your event. Make the size of the lettering for these details in a smaller size font than the headline.
- c) **The fine print:** this is information that acknowledges some important information such as who is sponsoring the event, but it can be smaller and put out of the way of the main messages.



### 3. Decide on the Focus of your Poster

Find a good idea for a poster and you'll be on your way to a great design.

Every good poster should have a focused message or idea. It needs to communicate something specific with the goal of reaching everyone's attention in the community. You need to ask yourself these kinds of questions: "Why do we need this poster? What is the main purpose for putting out this poster? What are we trying to say to community members?"

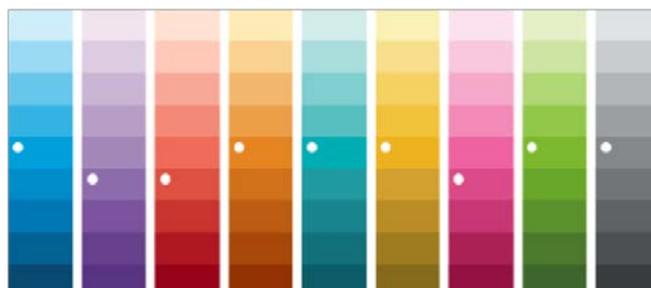
The title should be the focus of your poster. It needs to say all that you really want to say in one line. Here are a few examples of poster headlines or titles:

- Employment & Training Sponsorship Opportunity!
- 25<sup>th</sup> Annual Treaty Day Celebration!
- Diabetes Awareness Walk Campaign!
- Traditional Youth Camp Fundraiser!
- Banquet to Honour Top Community Entrepreneurs!

Think of the title of your poster as a newspaper headline that is announcing news that you want everyone to know about. It should be very clear and concise.

### 4. Use Color Contrast for Greater Effect

You might have one glance to grab someones attention with your poster. High contrast between colour and the main message can help you do that. With colour, go bold and bright. Experiment with using different colours. Think about a big colour background instead of boring old white to make your poster stand out from all the rest.

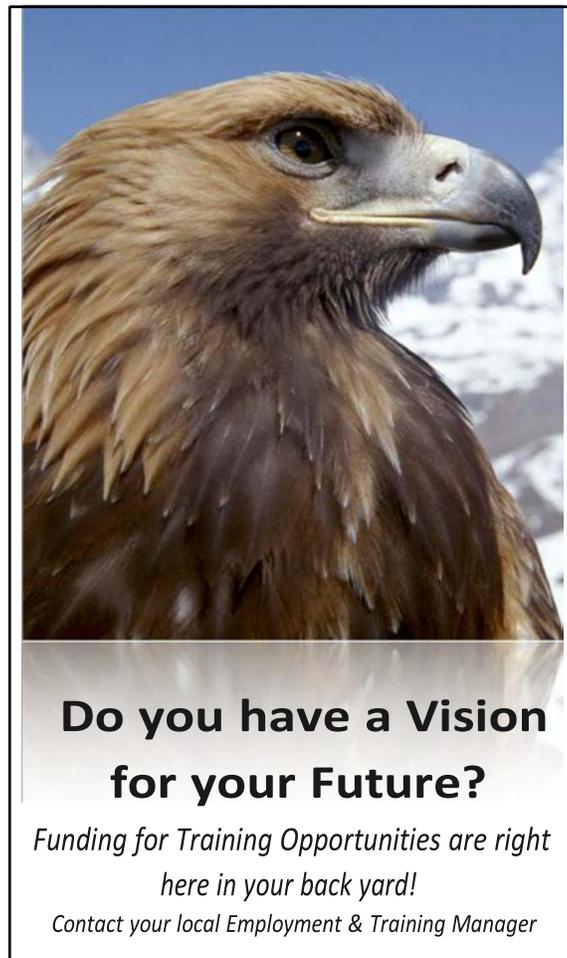


## 5. Make a Smaller Version of your Poster

While poster design is mainly a print project, think about creating a smaller version of your poster so you can throw it on your website, share it on Facebook, or email it to your key contacts. An old marketing principle says that a person needs to be exposed to an idea at least 20 times to remember it. More versions of your message will help you ensure your message will be heard far and wide.

## 6. Use One Big Visual Graphic Image

Rather than having many pictures for your poster, consider using only one main image to capture the essence of what you are wanting to promote to community members.



## 7. Have a Call to Action

The main goal of every poster is to let people know about some event or idea. With a poster you are mostly trying to get people to take action of some kind. This is known as your *call to action* and it is critical if your poster is going to be effective. So give your call to action a special level of attention in your design.

Keep in mind, however, that it's a little bit different to get someone to take action with a poster than it is for a website. On a website you may have a "sign up" button to click or an "email us" button. But it's different with a poster. The call to action with a poster is most often the event information or a contact point in the poster design. Once you know what you want viewers of your poster to do, then you can design the call to action. Here's one example of a call to action for a Community Employment & Training Opportunity:

*"Contact us at (204) 555-1234 to find out how you can be sponsored for your career training opportunity!"*

## 8. Conclusion

At a time when so much time and energy is focused around websites and cell phone apps, the art of poster design and using a poster to get the message out to the community is often forgotten about completely. Don't overlook the old fashioned method of creating awareness through the use of an effective community poster. Utilizing a poster could very well translate into planting seeds of hope in a person's life and changing their path towards a better future.



## **C) ESSENTIALS FOR CREATING A QUALITY BROCHURE**

A quality brochure is often the most effective way to get your program's information into the hands of potential clients. They are cost-effective and can be used in a variety of ways.

A brochure contains and organizes a larger amount of information than on flyers or posters and a good one can get your audience's attention and encourage them to read on.

With the current state of technology, you have the option of designing a brochure on your own or hiring an expert. If you hire a designer, what you present to them will help them complete your project to your specifications.

There are basic features that every dynamic brochure needs; here are the main considerations you need to take into account for your final product:

### **1. Objective / Purpose**

Knowing your objective or purpose for creating a brochure in the first place will point you in the right direction right from the beginning. For an effective design, it's important that you understand what your brochure needs to accomplish. In essence, you want to communicate with community members about your project or program and your brochure is the means to do that. A highly effective brochure distinctly and briefly outlines what your program is all about and what you can do for your potential clients. It will also convey the key information you want community members to know. Rushing into a project is the first step where people can go wrong, so take the time to confirm exactly what you want to achieve and this will be a solid starting point to keep in mind throughout the development of your brochure.

### **2. Target Market - Know your Clients**

When designing your brochure, keep in mind exactly who it is you are trying to reach. Who is your ideal client? Is it youth between a particular age group? Do they require any prior skills or experience? When you know whose attention you are

trying to capture, it makes the entire process that much easier when it comes to organizing information content.

### 3. Key Messages – Use Bullet Points

Since you are not writing a lengthy document, it's best to put the key information of your brochure into bullet points as much as possible. For the main message, use a headliner much like you would for a poster; it should capture the title of the program or the reason for promoting your project.

### 4. Simplicity

The old saying holds true for creating a brochure: *“Keep it simple...”* Trying to cram too much information onto two pages can have the opposite result that you want by turning people off from reading your brochure. So go straight to the point and avoid using big, complicated words.

The simplest design can often have the most impact. Too many images or words can make your brochure seem cluttered and unprofessional. Your images should be crisp and the wording should be brief. You want your program's message to be clear, not buried deep within the brochure.

### 5. Information Content

Here is a brief outline of what type of content should go into your brochure to give your audience a clear understanding of what you provide and how they can reach you.

a) Your **program's name and logo**.

b) Your **contact information** (Your name, phone number, address (if necessary for them to visit your location, your email address, website address, and any social network addresses you want to share).

c) A **summary of services** you provide (a summary means only the highlights of your service in a bulleted list to provide easy readability).

- d) A brief **mission statement** about your program (who you are, what you provide, who you provide it to, and how you do it).
- e) **Pictures** say a thousand words so use images that describe your services. If the photos are stock images (which you can buy over the internet), make sure they are licensed. If you use people in your photos, be sure to use a photo release form that allows you to use their image in the picture.
- f) **Stay away from clip art** if possible, it decreased the professional look of your brochure. If you are using your own images, make sure they are high resolution (300dpi or dots per inch) to achieve good print quality.
- g) A **clear call to action** must also be on your brochure. What do you want people to do *now that they know* about you and what you can do for them? This provides a reason to your potential clients why they need to come to you to discuss your program.

Your content should clearly let the audience know what's in it for them. They need to know about the program you provide but the content about your program should be used sparingly. It's more important for your potential clients to know *how they will benefit from your services* instead of utilizing a lot of information that means very little to them.

## 6. Layout & Design

- a) **Size of Brochure:** A standard print brochure is on 8 1/2" x 11" paper, folded into thirds. On one side of the paper, you have the inside flap, the back cover, and the front cover from left to right. The main content of the brochure is on the inside. Take a look at the following example:



b) **Fonts & Text size:** A font is a specific text of a certain size and style. Most Word processing programs have a Font menu that allows you to choose the typeface, size, and style of the text. Here's a few examples of different kinds of fonts and corresponding sizes:

This is the **Arial** font in 12 point (or pt) size

This is the **Goudy Old Style** font in 14 pt size

This is **Times** font in 16 pt size

This is Papyrus font size 20 pt size

When it comes to fonts, less is more. Choose one font for the body of the text, with a complementary font for titles or headers. Complementary fonts are two fonts that look different but complement one another. In other words, they fit together nicely.

Use simple, easy-to-read fonts without fancy lettering to better communicate with your readers. Choose a font color that is easily visible against your background colour. Dark fonts stand out against light backgrounds, and vice versa.

For your headings or titles on your brochure, you will want nice clear fonts and not cluttered, hard-to-read fonts. For example:

**THIS IS A NICE CLEAR FONT CALLED TIMES ROMAN**

THIS IS NOT A VERY CLEAR FONT TO USE FOR YOUR HEADING

Because brochures aren't huge documents, you need to rely on a small space to express a lot of information so keeping your fonts neat and easy to read is essential. The key rule of thumb is not to use more than three fonts for a brochure and try not to use a font that is smaller than 11 pts in size.

- c) **Quality photos and graphics:** All good brochures will include visual images. The images you select should complement your text. A compelling cover photo can be the key to engage your audience to pick up your brochure and act on your message. High-quality photos and illustrations show a commitment to quality that you want your program to reflect.



*Example of quality images used in a brochure*

All of the images used in your brochure should be top quality: crisp, professional and related to your topic. Whether you use stock images (pictures that you can purchase from a website) or a professional photographer, the quality of the images you use will affect the text and design of your brochure. Poor quality images will reflect poorly on your organization, so keep this in mind as you choose your images.

- d) **Colours:** Using colour well in your brochure enhances your message visually and emphasizes specific things you want to highlight. Colour is closely tied to emotion. Using a colour scheme that is consistent and pleasing provides a better experience for your reader than one which is too “loud”, busy or difficult to read.

There are several resources online to help you find colours that work well together. The colour wheel on what’s known as Adobe’s Kuler has several colour pallets to

help you choose a balanced scheme. You can save your colour swatches, then refer to them to choose colours for your brochure.

Again, this applies to the most graphic design products, but the colours are the first thing that people will see on our brochure designs. Colour conveys a lot more than just visual appeal or how it looks, it's so important to choose them wisely because colour is a powerful form of communication and can greatly enhance your brochure or completely detract from your brochure and what you are trying to accomplish.



Create a brochure that brings together your images and your colours to provide a powerful representation of your services.

e) **Format type/ Folding:** In designing a brochure there are many different formats you could use and ways you could fold your brochure. Again, keep it simple. Use a double or a triple fold:



*Example of a double or bi-fold brochure*

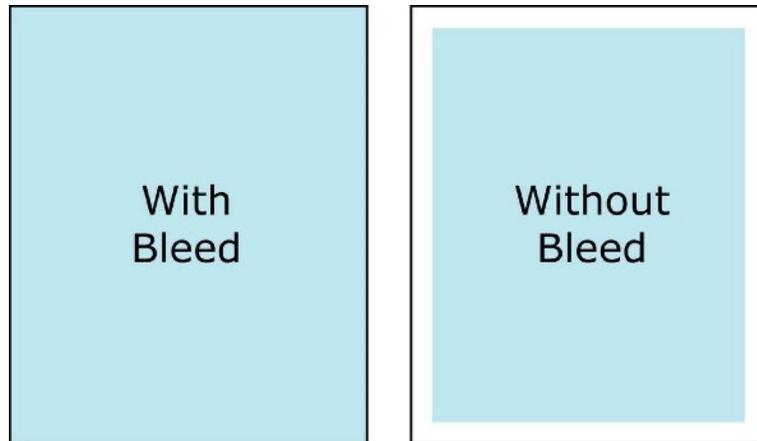


*Example of a Triple or Tri-fold brochure*

- f) **Page Bleed:** Most printers are not able to print right up to the edge of paper. This can result in a white border around your content. In order to achieve a design that extends all the way to the edge, use a printing technique called “full bleed”. This allows the printed document to be trimmed to give you the desired visual layout, with no visible white space.

If you are printing from the office, test one print brochure to make sure the bleed is what you predict. If you are using a professional printer or copy shop, contact them to make sure your brochure will look as you want it, usually they have a proof they send to get confirmation on final product.

Brochures made by designers are usually printed in sheets that are larger than the actual size of the finished brochure. They are then trimmed to size after all other printing processes are complete. Usually, a page bleed of at least 1/8 inch will allow for any shifting of the cutting blade when they are being trimmed. If there is no page bleed, you may have a white edge on the page. This looks unprofessional, particularly if you are using a trifold brochure design.



*Example of Full bleed vs. no bleed*

- g) **Originality:** Brochures should communicate with potential clients that your program stands out. One way to achieve this originality is through a design that visually sets it apart from others. When working with a designer, ask about their sources of inspiration. For the best results, you want them to steer clear of any uniform looks from your competition or other companies and to instead create one that displays your unique brand and look.

h) **Quality Printing:** Design isn't only about nice layout pages, it's also about the end physical product that people will hold in their hands. Brochure printing can sound quite boring, but if you know a little about printing techniques, it can enhance your brochure's design and its impact on your potential clients.

Some favourite techniques are:

- *Letterpress:* the inked (or not inked) parts are pressed into the paper, thus creating a nice look and feel.
- *Die Cut:* irregular shapes created by cutting in the paper. It's great to see some unusual effects.
- *Varnish:* a varnish layer that adds a glossy effect.

If you want to learn more about printing techniques, read [this guide to printing techniques](#) on Design Instruct.

The downside of most of these special printing techniques is certainly the cost. You will need to convince yourself of the added value for your brochure if you want to use any of these.

## 7. Conclusion

A good brochure design gets your readers attention. It's the main thing about your brochure that would make them want to stop and look at what you have to offer. From the texture of the paper to the most suitable fold in your layout, to all the elements that work together to emphasize your program – all of these elements work to create a harmonious design that reflects what your program can do to help your target clients.



## D) THE BASICS FOR BUILDING A WEBSITE

When building your own website, it can seem a little daunting, especially if you are a beginner. You may think of having to write codes which can take months, even years to master – while this is one way of building your own website, thankfully, it is not the only way. This guide is intended for beginners and will teach you ways to build a website for cheap, or even free.

Most people today use content management systems or website platforms. These are essentially computer applications that allows creation and manipulation of digital content. There are a number of websites that allow you to control your digital content which includes, but is not limited to:

- *Wordpress*
- *SquareSpace*
- *Wix*
- *Joomla*
- *Drupal*

It is recommended to use Wordpress; it is user friendly and it free for the basic website.



## 1. Choose your website platform

As mentioned before, Wordpress is a great place to start as it is user friendly and the templates are very clean, professional, and easy to manipulate.

## 2. Choose a domain name and hosting

This is a crucial step because this is how people find you on the Internet. If you decide to use Wordpress, they provide you with a free domain name, however, it won't go very far on the google search engine. This is where the hosting comes in: by spending a little bit of money, you can customize your own domain name and have a stronger reach. BlueHost is often recommended for that.

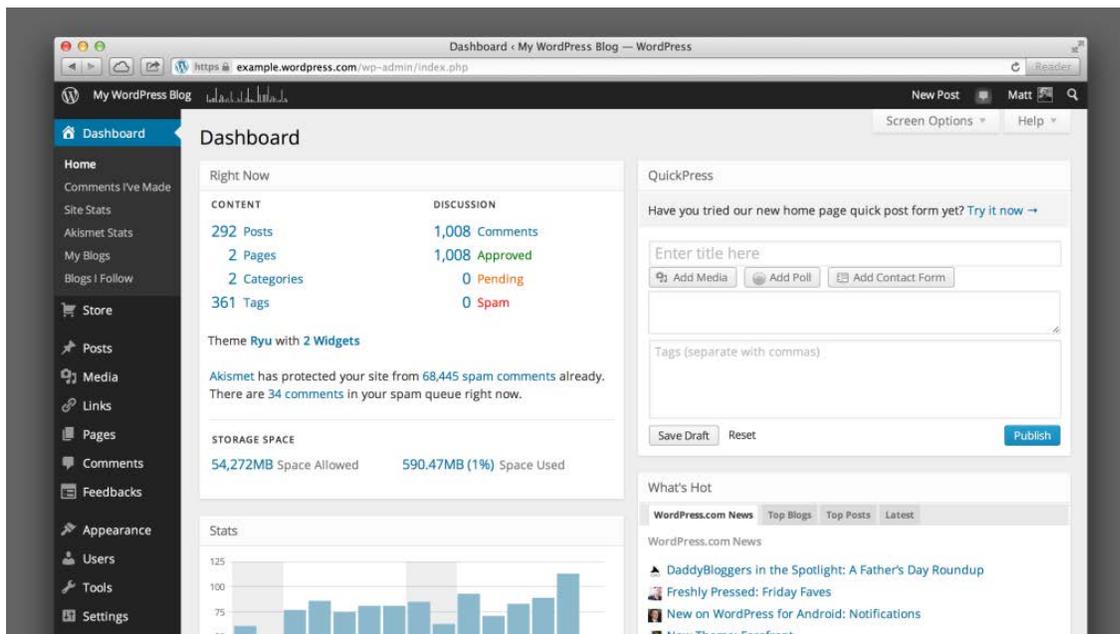
Now when choosing your domain name, choose a name associated with your company, brand, or the message you are trying to convey. It should be short and easy to remember, unique, and also catchy.



### 3. Develop the Website

Now that you've created your domain name and hosting, now take the time to develop your website. If you are using Wordpress, follow the steps to download the application onto your computer (directions will be on the website).

Wordpress automatically uses a simple design or theme; there are several that you can use to alter this. Login to your website and spend some time going over the tabs and get familiar with the various tools you have access to. Once familiarized, go to appearance and begin viewing other themes available until you find one that suits your needs. If you cannot find what you want in the free themes, then consider using the premium themes which is at an extra cost.



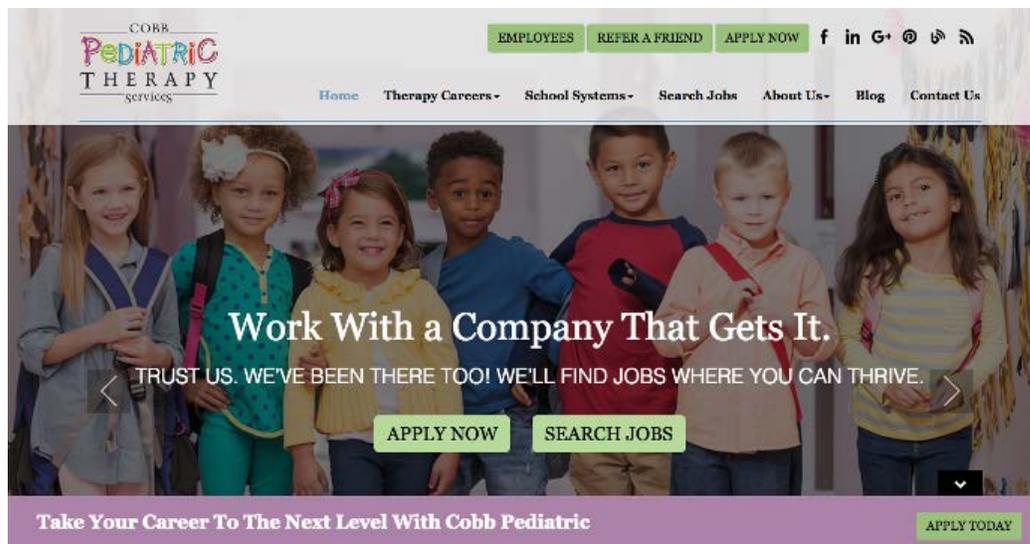
### 4. Pages and Content

A website should be a simple way for clients or outside sources to get information on your services. The content would be the main reason they go to your website. Writing great content is a choice. You should put in the time and work required to create great content and build a prosperous brand. If you write original content, search engines will help your site get more exposure. Not only does great content make a better website, it also improves your sites rankings, which can have a very positive impact on your business.

Some of the pages are more important than others and every website is different but here are the four most important (and most-visited) pages on a website:

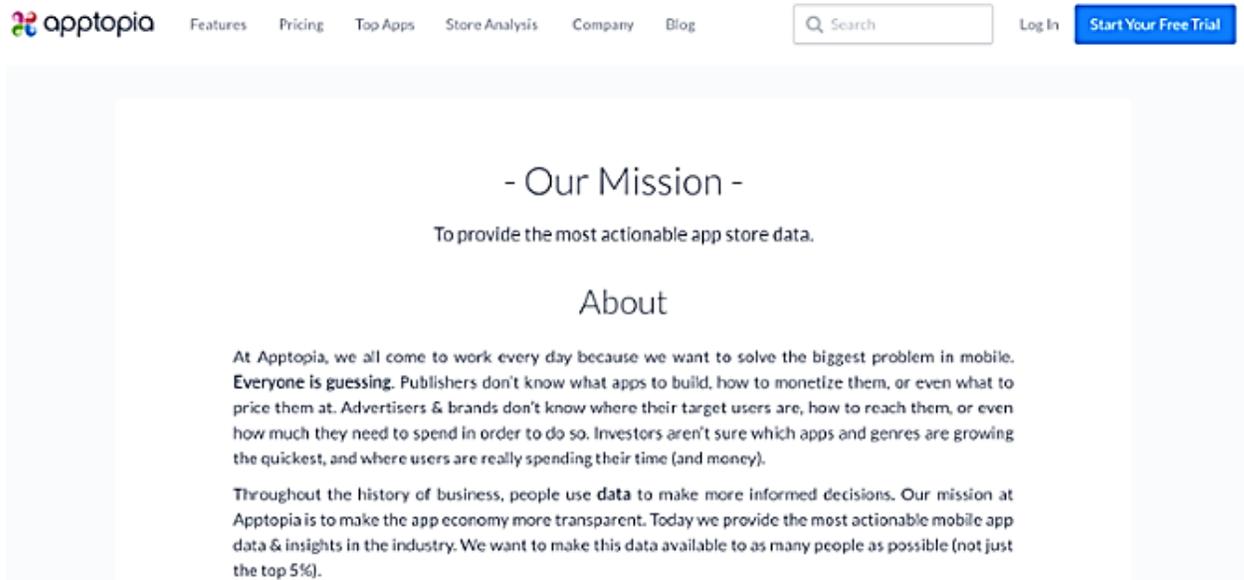
- *Home page*
- *About page*
- *Resource page*
- *Contact Us page*

a) **Home page:** your home page should be well laid-out and have a clear center. A user is on your website for a reason, so they should be able to find the answers or information they desire. Place the most important information front and center and make it obvious where the user is supposed to go and what they are supposed to do next. A home page may allow for several different buttons or tabs to move you to new pages or pop ups, depending on what the user is looking for. This page is to provide information about what you can do for visitors.

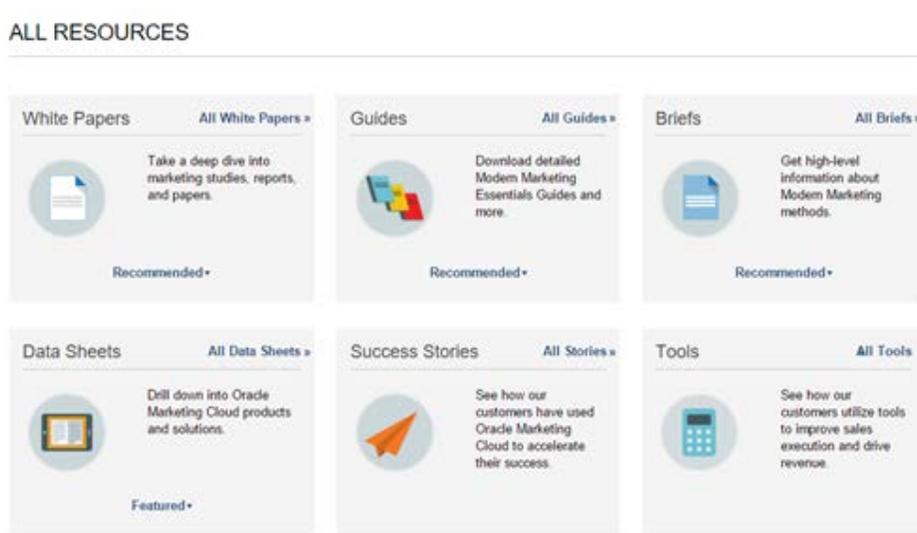


b) **About page:** these pages are optimized to drive engagement, increase conversions and enhance the brand. You make it as much about the user as about the company itself, because along the way, the user is getting value – applying for a program or job, downloading a free poster and connecting with a trusted brand for even more valuable content. This page is important because it tells your clients or visitors about who you are and why they should contact you

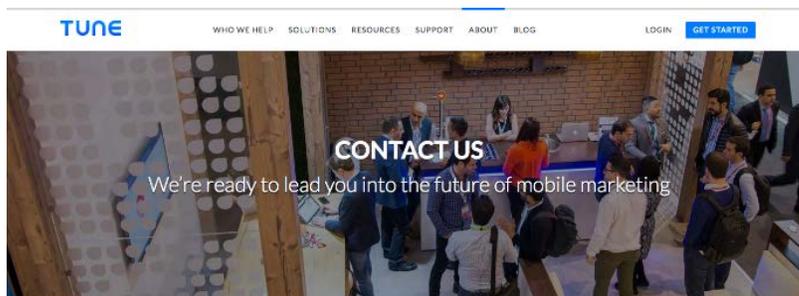
regarding your services; it can also feature business hours, your mission or vision statement and even detailed staff information.



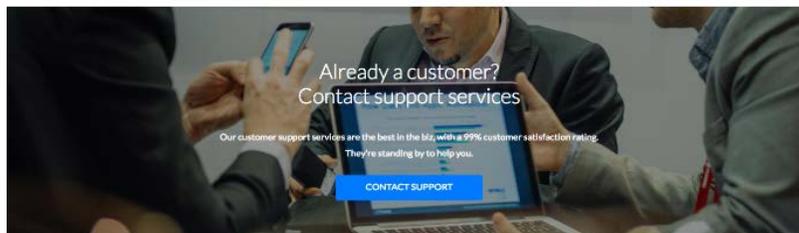
- c) **Resource page:** make sure that the information satisfies the reasons that users might be on your website. Most users will want to read the most recent updates, so provide these. You may also want to organize categories on the main Resource page, such as “most recent” or “upcoming”. This is also a place to post the different types of programs or events that might come up. It’s useful to have a separate page for each service you provide and write as much detail about each as possible. Start each page with a brief summary of the service.



d) **Contact Us page:** put this information in a clear spot, here you can add your company name, email address, phone number, map, mailing address and so on. You can even include a contact form that users can fill out and it automatically gets sent to the set email. Make it easy for your clients or visitors to contact you.



Get in touch with us



Follow these short few steps in creating simple, but great content for your website:

a) **Create original content:** Original means originality – your ideas should be original! Restating the same content and information over and over again is not original. If your content is played out, no one will link to it – and that defeats the purpose of writing content in the first place.

b) **Create strong headlines:** A good headline sparks interest and invites readers in, the headline is as important as the article or post itself. Take time with your

headlines, and if possible, make a few and select which one you like best. They are the first thing people read, and they are the basis those people use to decide if they want to read your article or not.

- c) **Be able to provide some answers:** the ultimate purpose of a search engine is to get answers – people want an answer to they can gain knowledge. Make your content easy to scan so people can pick up the important information quickly. Authors leave the reader with the question or a sense of curiosity, it is then the Authors job to deliver answers and have supporting information.
- d) **Make continual updates to your website:** starting a website is a commitment, while you can write a couple of posts and then abandon the work, you won't get many readers or new clients. Not just that, but search engines don't favour sites that aren't regularly updated. If you have a content site, you need to update it regularly with great content.

## 5. Conclusion

A website can be a neutral space to gather and post relevant information for your clients; it can be used to promote pretty well anything you want it to. A website is available to your regular and potential clients 24/7/365 providing them the convenience in viewing your programs and services or when your company is closed. Providing information to clients takes time, whether it's on the phone, face-to-face, or in emails. With a website you can provide lots of information about your programs and services. Once a website is up and running, it is available to your clients indefinitely.



## E) BRAND AND LOGO DESIGN

The benefits of branding are often long term, but include qualities like loyalty, memorability, familiarity and at some point, marketing expenses will decrease because the audience is already familiar with you. Branding is the perceived emotional image of a business as a whole.

It is not just about recognition, it is also about the following goals:

- *Delivering a clear message*
- *Confirming your credibility*
- *Creating loyalty*
- *Connecting with your clients*

A good logo is extremely important to your services and to the branding of your company's name, and it is also important to help attract new clients. When people see an eye-catching logo on ads or promotional products, it usually stands out.

### 1. What is Branding?

Many people may believe that a brand just contains two or three segments – a couple of tones, a couple of content styles, a logo, a trademark and music that may be included too. Truth be told, there is more to it than that.

The real idea and focus is to have a 'corporate Image'. The fundamentals are everything an association does, all that it has, and all that it produces. For example, Apple. Apple as an association, has a strong corporate ethic, one which is illustrated by volunteerism, support of good inspirations and commitment in the gathering.

These values of business are evident throughout everything they do, from their services and advertising, through to their customer service. Apple is a genuinely humanist brand that really interacts with people – when people buy or use their things or organizations; they feel some bit of the brand. It is this enthusiastic affiliation that makes their picture – not just their products and a less-is-more logo.

- a) **Match your Brand to your Company:** Everyone might have seen a logo that just doesn't match up with what the company represents. Let your mission statement and business plan lead the way. If your company is Hunting, Fishing or you sell a product, let your Brand show this in a way that catches the attention of your targeted audience.
- b) **Remember that the name you choose is for Life:** The best and most exciting thing about starting a business on your own would probably be picking the name of your company. But keep in mind that this name we stick for as long as your business is running. Don't get too carried away on what may be trending at the time. Pick a name that is *timeless*, and you and others will not get bored with.
- c) **Make sure you are not mistaken for another company:** Most of the time this is unintentional, but there are other times when companies try to piggy-back off of other existing companies – get multiple opinions and suggestions from trusted colleagues, or business partners, to ensure that your company can't be mistaken for another.

## 2. What is a Logo?

To understand a Logo, we should get to know what the Logo is for – identification. A logo distinguishes the organization and purpose through the use of an image, mark, symbol or signature. Logos derive their meaning from the company that it symbolizes. For Example, some logos are just names, such as Marvel, and Lego. There are also logos that are just pictures such as Nike, and Adidas. It is also important to note that only after a logo is well known, does it work the way it is planned to; it is representing the company and the services provided.

- a) **Choose warm and cool tones and colors:** When It comes to picking out your color plan for your logo, consider the “vibe” that you want to be giving off with your logo. So, ask yourself do you want your targeted audience to be feeling excited, passionate or would you rather have them feel calm, and collected. Warmer and cooler colors will manage that. For example, Facebook uses two main colors that catches the attention of its users; Blue and white, although you can now customize your Profile and wall.
- b) **Less is always more:** this applies for text style, color, and the number of lines in your logo. For Example, Amazon, and Apple. They keep it small and to the point,

and most people know what they are getting from the company or services. Logos should be simple, easy to read and clean.

- c) **Keep Mottos under seven words:** when you think of *motto*, you may think of restaurants such as McDonalds "I'm Loving It" or KFC's "Its Finger-Licking Good." If you are planning on adding a motto to your logo keep it short and sweet, and make sure that it makes it clear what your company, or services provide.

Here is how FPDI developed the new logo:



**The Colors signify the following:**

- Blue – Sky
- Green – Earth
- Orange & Yellow – Sun

**The Feather signifies Flight, Spirit, and Freedom:**

Flight represents the journey through training

Spirit represents the transition toward career

Freedom represents accomplishment

**Three rules to keep in mind when developing a logo:**

*Be Unique.*

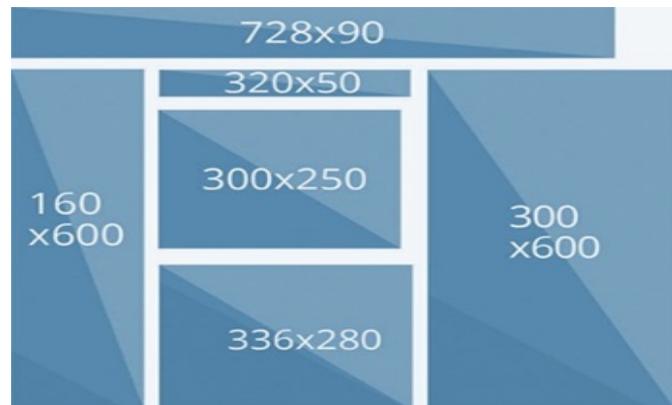
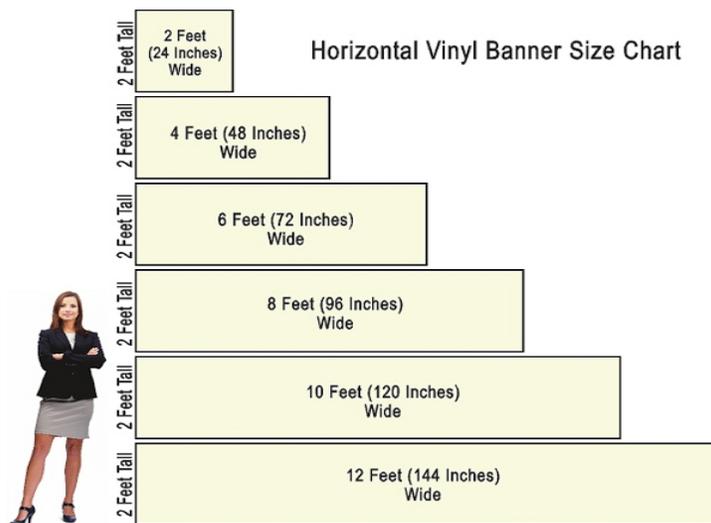
*Stay Gimmick free.*

*Be Timeless, and Adaptable.*

## F) DISPLAY BANNERS

There are many different types of display banners that you can use to promote your company or services. One of which is an online banner; like for an ad, or a website. There are also physical banners; ones with stands, customized flags or vinyl, fabric banners, pole banners and even ceiling display banners. This will always depend on the occasion.

- a) **Banner Size:** For a physical banner, measure by feet, and measure how high and how wide you want it – keep in mind, the image for both can stay the same. If you are creating an ad or a webpage banner, then you would measure in pixels (px).



- b) **Make sure to have a clear frame:** Adding a frame inside of your banner with catch the attention of people. It will draw them in to read what it has to say and will stand out more among other banners.



- c) **Make sure that your text is readable:** If you write your text to small then your audience may give up and not read your banners at all. Make sure that your headline is the nice and big to pull them in, and the rest of the banner can be slightly smaller.



- d) **Your Company Logo:** You want people to know who you are, make sure that your logo is included in the banner.
- e) **Your Proposition:** When it comes to the proposition, you want it to stand out the most. What is the purpose of this banner? Make sure it's in the headline, then you can go into more detail in the body of the banner.

- f) **Keep it nice and simple:** Don't go too much into details about your product or company, you want everyone to understand what it is you are representing in the banner. Keep it simple and to the point so that your targeted audience will know what it is you are trying to sell.
- g) **Use proper images:** If you are going to add pictures to your banner, make sure that they are the appropriate representation of what it is you are trying to say. An example being Dairy Queen's promotional banner:



- h) **Online Banners and ads.** Use correct file formats that will work for your site or ad, there are many types of formats such as; JPG, PNG, GIF or HTML. Choose one the best works for the computer or software that you may be using. Keep your files small, the smaller the file the better. Keep it under 150 kb (kilo bytes) that way you can upload these files faster.



## G) PROMO CARDS

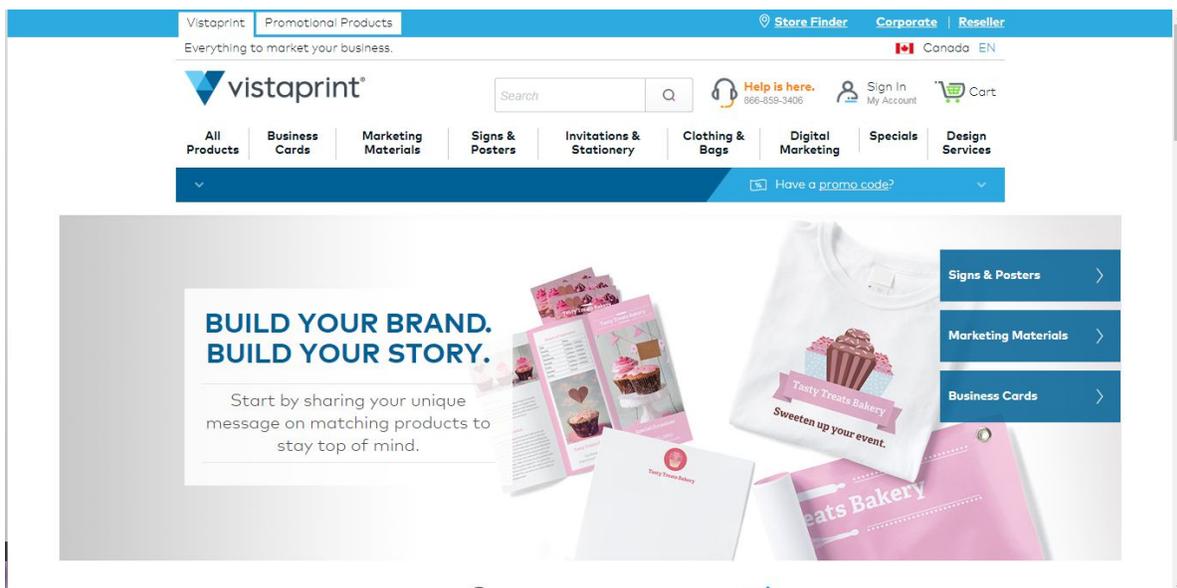
A promo card is a card that promotes an initiative or business you are producing. Promo cards are usually a great way to promote and generate new business and clients. They give you the ability to control the distribution and target people who are interested in your services. This results in a more powerful marketing effort and better return on clientele.

### 1. Content

Promo cards can have a dramatic impact on your business; they promote your business to new clients and keep loyal clients coming back. Promo cards are great for driving traffic to your new location if you are moving as well. There are many benefits to using promo cards to promote your services, they are easy to distribute and they can even be mailed along with statements or other correspondence, they can be printed with any message, logo, design or image, you have multiple options in size and colour choices and they are effective by increasing exposure and improving name recognition.

### 2. Where to make Promo Cards

You could make a Promo card off of a Microsoft word template, but a good website to make a promo card would be Vista Print. Make sure to keep in mind how many prints you'll need for the job, and who the promo card appeals to.



### 3. Designing the Promo Card

Designing the promo card is the most important part, look for photos and designs that you would like to put on the promo card. Think about the text and keep in mind the designs you choose, and how they would look together.

Choose whether you would like to use a one sided card or a two sided card, one sided would be cheaper, but a two sided card can contain more information.

Usually a promo card contains information about your cause, maybe the goal and assets could be written on it as well. Some even contain deals in order to bring in more clients. Put your services or what your business is selling on the promo card as well, make sure you have someone proof read it after wards in order to not leave a bad impression on your customers.



Promo Cards

## 4. Conclusion

Finding the innovative items you need to promote your business or event will enable you to stand out from the crowd. Plan in advance and know exactly what you want your clients or visitors to know. While business cards will always be an incredibly valuable business staple, promotional cards are a fun and creative way to showcase your contact information, business or event.

It's true what they say that you never usually have a second chance to make a first impression, but after you have wowed your potential new client or partner with professionalism and communicated expertise in your field, a clever promotional card continues to represent your brand with a professional image and it conveys that you have confidence in what you are promoting. Cleverly developed promotional items can become conversation pieces that allow your clients to become brand ambassadors for your company. Will your promotional card be something that a client wants to keep and share with others? These are things to keep in mind before you make your investment.



## H) THE MAIN ELEMENTS OF A PROMOTIONAL CAMPAIGN

*Promotional Campaigns* are advertisements that use various marketing tools that contribute different ideas and concepts to a company or event to a targeted audience in order to promote it. Common campaigns use different sources of media such as Internet, newspaper, television, radio, and print advertising.

When making a promotional campaign you need to make sure that it will have the desired affect or outcome you are hoping for.

### 1. Target

The most important step is to make sure your promotional campaign reaches the intended audience. So think of what source of media you will be using to advertise the message to them. In this step it's important to take some time to examine the audience, you need to understand who the message will be going out to.



The graph above should help you figure out the elements you should take into consideration when choosing the audience. After figuring out the target audience and defining the environment and market – it's time to start deciding which source of media you will be using to promote the campaign.

## 2. Content

Make sure the message is understandable. Sit down with your team and focus on the content, structure, format, and source of the message. Keep in mind that your promotional campaign should always appeal to your audience.

Some questions you can ask your self are:

- *What is the main service my company provides?*
- *How does my audience or client benefit from this?*

## 3. Profile-raising

Make sure the message you are sending in the promotional campaign gets the attention of the audience and they are encouraged to take action. Your services should be something very valuable to the target audience.





## **I) CONCLUDING REMARKS**

Promoting your services are meant to encourage engagement – not sustain your company’s presence. In this sense, it is something that companies can use to create and use often to provide a healthy relationship with their clients or partners. Marketing is one of the most important things a company can do. Not only does marketing build brand awareness but it can also increase clientele and engage potential partners or employers. Marketing is the most effective way to communicate your information to your clients or partners in a fun and interesting way.

For a business to succeed, the service it provides must be known to potential clients. Unless your business is well known in the community and have communication with your clients readily available, you have to use marketing strategies to create service or program awareness. Without marketing, your potential clients may never be aware of your business offerings and your clients or business may not be given the opportunity to progress together.

It is an important strategy to help the growth of your company. While your current clients and partners should always be your main priority, marketing efforts can help you expand this base.





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