



We just love telling you things, we're  
right wee gossips us you know !!!



### The Scale Of Interest

We have carefully rated each section of our web site as being either, Super Fantastic, Gripping Stuff, Reasonably Interesting, A Tad Droll or Downright Boring.

This section has been rated:

**Super Fantastic**

# Great Ideas

## Within This Section We Cover:-

The Mystique Of Leaflets

Know Your Marketplace

Say It...

Getting In About It

The Power Of Mailing

Junk Mail

Getting Personal

Great Ideas For Design

Branding

You And The Law



This section covers what  
we refer to as  
Great Ideas, areas  
where we believe we can  
really help your business  
develop and grow



# Great Ideas For Leaflets

## The Mystique Of Leaflets Explained...

Leaflets, the cheap way to advertise - RIGHT ? WRONG !!! Leaflets can be one of the most cost effective ways to promote your business, and in today's climate that's important. It is equally important to get the MESSAGE right, the DESIGN right, and the IMAGE right... and that's where the skill comes in. A poorly designed, and indeed printed, leaflet could actually do more harm than good, remember your leaflet is likely to be the first contact you'll have with a prospective customer... DON'T BLOW IT.

We're leaflet snobs, but that's our job, stick a poorly printed leaflet through our letter box and off into the recycle bin it goes... but do you do the same ?????? C'mon, you can be honest now. You know, the landscaping firm that popped through the black and white leaflet - you weren't impressed were you ? So, we're in agreement then, FULL COLOUR leaflets are the daddy and will increase sales, RIGHT ???? - **WRONG !!!**

Sorry if this is complicated, but it's not as simple as that. Yes, our facts tell us that customers are more likely to respond to full colour marketing, they're more likely to keep full colour marketing... but there's a catch, there is indeed a flaw in the system... the DESIGN. For your leaflet to grab the attention of the buyer it must press a few buttons, and now we'll show you how to press those buttons.

But don't tell everyone for goodness sake... this is our little secret, OK.



# Great Ideas For Leaflets

## Know Your Marketplace

The first thing we need to establish is your MARKETPLACE. It's crucial to identify this first, are you selling to business or consumer for example? What lifestyle group are you aiming at? Demographics too? Age? Without these basics it's easy to miss the target audience. Once we have that sorted, we need to write to capture the mood, we're writing this in a very casual manner, hopefully humourous... but would we write a mailing campaign to Solicitors in the same manner?... Perhaps not. Your writing style should cater for the market, but NEVER be cheeky or insulting and always, ALWAYS avoid profanity. Remember you are catering for a wide audience, it pays to be P.C.

## Press The Button

OK, we've sorted out who and where we're going now... HOW do we press the right buttons? How do we capture the attention of the recipient from picking up YOUR leaflet in the 1.6 seconds it takes them to get to the bin? The secret there lies with YOUR product... and a bit of Ink Shop Magic, Hocus Pocus as we say.

The first thing we want to make sure you have is the famous U.S.P., that's not the Parcel delivery folks, but a **Unique Selling Point**. The reader of your leaflet is selfish, and they have no time for pleasantries. They want to know, indeed they DEMAND to know how you're different, how you're going to change their life, how you're going to solve their problems. Your USP is going to tell them HOW you're different, WHY they should buy from you... but beware - being "Cheaper" is NOT the answer.

Think now on what your USP is, or even better, your Blue Ocean Strategy... we'll cover that one later.



# Great Ideas For Leaflets

## Say It

We're not being big headed, we know what generally works... OK we are being big headed. We have seen some HORRIFIC artwork supplied, and as you'll see on our artwork guide we can "Score" this for you. Sadly though, there's no talkin' to folks and they insist on using their own design. Before putting pen to paper, sorry that was a 70's statement, before putting mouse to screen - think about this.

Do you want the leaflet to be an INFORMATION provider or a SALES KILLER? What we mean by this is simple. An information leaflet may be a timetable, list of events... boring stuff really.. let's assume it's a Sales Killer you're looking for, far better fun.

Strike the balance, don't say too much, your reader isn't interested on the inner workings of an Allison C20B Gas Turbine engine... they only want to know if it'll get them on holiday on time. Conversely, don't say too little... creative design is one thing, but cryptic messages are something else. For starters we'll have your company name, brief description, contact details, snazzy logo and then we can move on to the message.

Power Words, we absolutely LOVE Power Words. In this section we'll cover just a few, just to give you a taster on how WORDS can speak louder than actions !!! If we were wanting to "Flatter The Reader", we might use something like, "As one of our best customers...." If you are selling an exclusive product we'd maybe justify that by stating, "Just this once, let yourself go wild..." Our favourite is phrases that enhance your companies image. How about some of these crackers.... "Here are just a few of our clients", "We offer the most comprehensive...." "A stunning variety of....", "Our commitment to excellence". Can you see now how simple phrases make all the difference? There are of course THOUSANDS.

Then we move onto INCENTIVE, a "Keep The Flier" strategy. Order today and save 20%, Keep this leaflet for a 25% Discount, Bring this flier for a FREE..... and the list goes on.



# Great Ideas For Leaflets

## University Or Booklets

We're not going to turn you into a Marketing and Design genius in four pages of A4, whizz kids spend many years at university honing just that craft, so all of a sudden artwork and design charges ain't so bad - eh ???

## Getting In About It

Anyway, we now have the target audience sorted, design sorted, we've thrown in a few Power Words, added the Hocus Pocus bit and the leaflets are printed. So, after all that you're ready to go RIGHT?, WRONG !!

Let's give the local kids some sweet money (see how we're PC here and never said beer money !!) and get these leaflets distributed... let's NOT. Let's look instead carefully right back at the beginning... **TARGET AUDIENCE**, were you not paying attention? We can assist in distribution, using not just areas you want, but specific postcodes too, that way your targeted campaign is hitting the right doors. Will this cost more? Of course it will, but it's NOT about costs - it's about conversion rates, it's about SALES, it's about making money.

You may want to consider leaflet inserts in newspapers, magazines - the list is almost endless. Let's look at an example here. If you are selling car accessories aimed at the younger driver then a leaflet insert into the local newspaper may be of interest to 5% of the readership. Granny Smith does not need a nitrous kit for the zimmer, but there's a marketing idea there !! Conversely, put these leaflets into a Specialist MAGAZINE and all of a sudden your target audience is hitting the 90% mark... with almost every reader a potential customer.

We hope these basic tips have provided an insight into the world of a Full Colour Leaflet, it's not as simple as it first looks, and naturally we want your campaign to be a roaring success... because you come back, and you bring your friends, and we make a FORTUNE - THE END.



## Great Ideas For Mailing

### The Power Of Mailing

Keeping in touch is so important we can't emphasise this enough, with so many competitors chasing your customers it's vital to keep the communication channels open - and it doesn't cost that much either. DO NOT fall into the trap of "We have a web site", "We have a newsletter on the web site". What is the main difference between a mailer and a web site, c'mon, easy one to start ??? It's conveying the same info, so what's the biggest difference? That's right, well done, a web site has to be **VISITED**, sought out even - it has to be selected, whereas a mailer is in your face, it's shouting, you can't avoid it, and it's up for a fight.

### Junk Mail ?

Junk Mail, 'scuse me... It's only Junk Mail if you let it, it's the recipient who decides if it's junk mail, so target that mailer correctly and reduce the junk, easy, well easy"ish". To target a mailer correctly and efficiently we're back to the basics again of knowing your target audience. For this you can buy databases from reputable suppliers and pretty much target any specifics you want, areas are easy, but what about families, people with kids, earners over £50,000, company directors... the list is almost endless.

Your first port of call should be your own customers, remember how we started, keep the communication channels open. Customers love to be loved, so make them feel special with offers, discounts... remember the TV ad, "Brand new customers only" ??? Shortsighted sales tactics like that can ruin a business. It's easier to sell to an existing customer than a new one, so exploit that fact.



## Great Ideas For Mailing

### Say It Again Sam

Remember the saying Location, Location, Location ?? Well for mailers that is important as the location of your recipient is crucial, but Repetition, Repetition, Repetition is equally important. The marketing whizz kids reckon that it takes at least THREE times for the sales message to sink in, so if you're working to a budget far better to mail 1000 people three times than 3000 once.

Accurate data is so important, so make sure you buy it ONLY from a reputable source, we can advise on that. If you are using your own database of clients it's so important to make sure that it's accurate and "cleansed" on a regular basis. Watch out for duplications, not just annoying for the customer, but costs you double too. Spelling, I HATE it when my name is spelt wrong, so if you're mailing to Farquhar Winterbottom the Third, make sure the database isn't Farghar Winterbottom the Turd... it's just not conducive with good sales.

Your mailer should also be written to adapt to the audience, formal if needed, but usually informal, almost like writing to a friend, that's usually better. And don't forget the magic trick... use a P.S. at the bottom. It's usually the FIRST thing people read.

### No Need To Get Personal

Well, actually there is. A personalised mailer will always get better results and for the ultimate in personalisation, try Variable Data. This is where the image is manipulated with the recipient's name. Examples include, names "drawn in the sand", "graffiti on a train" or even "birds in the sky"... a very eye-catching, and therefore POWERFUL marketing tool.



## Great Ideas For Mailing

### What's Good For The Goose

A Mailer is not much different than a flier, so in general the same design rules apply. Don't say too much. War and Peace on a Leaflet or Mailer will just end in tears, so to speak. Keep it simple, keep it short and sharp and remember the main tool in the box.... POWER WORDS and OFFERS. Order TODAY for a 25% Discount...

Make sure that offers do have a time limit, we are surprised just how long people keep leaflets, so unless you want your 25% discount being used in three years time, maybe best to have a "Valid to". We would always advise having a "Bring this leaflet....." that way you can monitor results far better.

Marketeers go to great lengths to monitor responses from mailers... here's a good story. On a mailer sent Company X stated, "Call Martin today on 0800.....", there was no Martin, but every time the customer asked for "Martin", they knew the mailer worked.

### Test Pilot

We might have designed the perfect leaflet, selected the right database and printed the mailer to the highest standard, so it'll work without question then? Right? WRONG!!! If you want a guarantee, buy a toaster. Whilst following tips and advice will HELP you hit the right audience, sadly there are no guarantees in life, so TEST first. Maybe try a few different designs, different colours, different messages.. in marketing remember this....

**It doesn't matter what's right or wrong, it's what works.**



# Great Ideas For Design

## Great Ideas For Design

We're going to cover some basics now for Design, Layout and Copy Writing... just the basics though, but the principles are broadly the same whether it's a Leaflet, Brochure or Booklet. We'll keep this simple and basic.

### **Your Audience...**

Know your target audience and design the publication with this in mind.

### **Aims and Achievements...**

What's the purpose of the publication, mailing, price guide, sales promotion ??? All this will have a strong impact on the design being sought.

### **Budget ??**

Our artwork and design prices are very competitively priced, so before you think about embarking on a design task, ask us... We've years and years of experience. Let us know your project budget and we'll put together a package for you.

### **How Much Is Too Much ?**

We often see too much information being used in leaflets and brochures. People are lazy, a cluttered leaflet will be too difficult to read... keep it short and sharp and only use "Teasers" to encourage contact for further details.

### **A Final Check...**

Look carefully at what your competitors are providing, then place yourself in the position of the customer.... Does my printing look as good as theirs ??? Remember, you just don't get a second chance to make that first impression.



# Great Ideas For Design

## Branding

Superbrands, the likes of McDonalds, Coca Cola, Kodak, all these companies are what is known as “Superbrands”, and their logos and brands are famous throughout the world. You may not use the product, but you know the name... that’s branding at it’s best.

The majority of us won’t have the marketing budgets of these companies, but that doesn’t mean to say that branding, or Corporate Identity isn’t important for your business, it’s VITAL. We’ve already covered how your design must capture the reader’s attention in a VERY short period of time... you know that ??? But let’s take that a bit further now and look at your logo and brand in general.

The creation of an eye catching logo is number one on the shopping list, then it’s over to our old friend, repetition, repetition, repetition... That logo should be on everything you use... Stationery, Leaflets, Brochures, Business Cards are the obvious ones... but what about cars, vans, windows, signage, price tickets, posters... the list is endless. Your logo should be ON EVERYTHING... the more people SEE it, the quicker they REACT to it.

Once you are happy with your logo we strongly advise getting it registered as a TRADE MARK, do not underestimate the value of protecting your IP (intellectual property). A Trade Mark Attorney will provide details on how that is applied, and provide costs too.

**Here’s a tip**, BEFORE you start using a brand or company name, make sure you have sourced and registered the appropriate web domains, it is absolutely NO USE to create a high profile image and NAME without having a corresponding domain name to compliment it. Register all variants (.com, .co.uk, .org, .biz) to prevent a competitor “Cyber Squatting” with a variation of your name.



# Great Ideas For Design

## You And The Law

There is nothing worse than wearing handcuffs, this paragraph could go so badly wrong !!!  
There is nothing worse than having your stationery break the law... follow these basic tips and make sure your stationery stays compliant. These rules apply only to Limited Companies and Limited Liability Partnerships.

Your LETTERHEADS must show:-

- 1) Your country of registration (England, Wales, Ireland, Scotland).
- 2) Your company registration number
- 3) Your registered office address.

Directors names are no longer a legal requirement to be on your letterhead, but if you do show them, then you must list them ALL.

VAT Numbers, again there is no legal requirement for your VAT Number (if registered) to be printed on your letterhead, however, if you use your letterhead for INVOICES then the VAT number must be shown too.

Many companies don't realise that an e.mail is also considered a "Letterhead", therefore the information contained by law on your Letterheads must also be shown on your e.mail footer too.