Article Side

Some Pointers on How to Produce Excellent Brochures

by Robert Johnston

Article published on April 1st 2012 | Advertising

Despite the extensive popularity of online marketing, itâ€™s safe to say that traditional print marketing is not entirely obsolete. Businesses who market to the older market or those whose target market is just within the neighborhood still find good use of printed marketing materials. Itâ€™s best if a business makes use of both online and print marketing to gain good leverage. Technology is sure exciting, but this innovation should be complemented with traditional avenues if you want to stay in the industry.

Next to investing in email marketing and online ads, brochures will be a good addition to the campaign. Brochure printing is not a new trend but it will help build your image and showcase your products or services. It will draw attention to your business and encourage people to avail of your offers.

Single or tri fold, full color or two-color, however you design your brochure, it should reflect your business image and your brand well. For some pointers on how to do this effectively, consider the following.

Research well. You need to find out who your target market is so you can create a design that will be perfect for them. Be sure to research well so you can make your brochures as exciting and compelling as possible.

Plan ahead of time. Donâ€™t wait for the last minute before you decide on the best way to design your material. Invest enough time to brainstorm, make drafts, and finalize your design. It will help a lot if you know what your goals are so you can easily decide on a design that will perfect for your material.

Deliver your message briefly and clearly. Your customers donâ€™t have all day to read your message. With all the noise out there, you canâ€™t be assured that they will spend five minutes reading your material. Their attention span is short so you have to deliver your message straight away.

Make your headline attention-grabbing. Donâ€™t let your competitors steal your customers. Take the center stage, flaunt your message, and feel the eyes of your target audience on your. But of course, donâ€™t make your headline too long and dragging. A short but information-rich headline is enough to capture attention.

Include enough information. Put enough facts on your material but donâ€™t make the copy too long. Put enough white space so the message will be read easily. The font should be simple and legible enough to deliver your message clearly.

Paint it with pictures. Paint your message through fantastic images. If you intend to use images of your products, use high resolution images. If you have enough budget, hire a professional photographer to ensure that the images will look good when printed on your brochure templates. However, donâ€™t overstuff your layout with too many images. Just include what is necessary so you the design donâ€™t look overcrowded.

Deal with a professional printer. A skilled and knowledgeable printer knows whatâ€™s best for your brochure. He will give you through the process and give suggestions on how to achieve better results. Look for a printer that will provide you excellent service and you will feel comfortable with. This way, you donâ€™t have a difficult time communicating with him. Once your find him, try to establish good relationship with him so you can turn to him for help in all your print jobs.

Article Source:
http://www.articleside.com/advertising-articles/some-pointers-on-how-to-produce-excellent-brochures.htm - Article Side

Robert Johnston - About Author:
Visit these sites for more information
a brochure printing
a brochure templates

Article Keywords:
brochure printing, brochure templates

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!