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Eleven Ways to Use Your Brochures



White Paper No. 2

The shortcut to trust and credibility™

Now that you have a good supply of professionally designed and written brochures, how do you get them to work hard for you? Although you may have had these brochures created specifically to attract new customers, there are many ways that they can be used to build your business.

The Eleven Ways

1. Direct mail to potential customers

The most obvious recipients of your marketing literature would be prospective customers.

Sometimes these are easy to identify—and sometimes not. If you manufacture tires, then identifying your target audience is easy. Those who wholesale or retail tires. But what if your audience is more fragmented?

What if your product or service is something that can be used by companies in any industry, but you wish to target only those of a certain sales volume or employee size? An insurance company with a new product for firms with fifty employees or more would not want to waste money mailing to companies with fewer employees.

In the reference section of your local library there are directories that list businesses by industry type. These directories often include information about the company such as size and number of employees. These can be a valuable resource if you're mailing only to a few dozen recipients.

1. Direct mail to potential customers
2. Use the brochures to encourage referrals
3. Trade show handouts
4. Include the brochures with press releases
5. Special announcements to your customers
6. Give the brochures to your vendors and suppliers
7. Use the brochures to recruit prospective employees
8. Distribute the brochures to current employees
9. Provide the brochures to banks
10. Make the brochures available to investors
11. Offer the brochures to potential buyers

If, on the other hand, you're going to be sending to hundreds or thousands of addresses at once, you'll want to use a computerized mailing list. You can buy the list yourself directly, but using the list efficiently is a complex process. You might be better off contracting the services of a company who specializes in this.

There's almost no limit to the kind of mailing lists available. There are lists that select businesses by location, type, sales volume and number of employees. Lists can

also be purchased that contain consumers identified by all kinds of categories such as location and demographics. Want to send only retail stores with forty or more employees? No problem. Want to send only to buyers for hardware store chains in three Southwestern states? There's a list for that too. While each sorting criteria usually adds to the cost of the mailing list, it is far cheaper than mailing to those you do not wish to reach.

A marketing company will take responsibility for everything from the printing to the mail processing through delivery to the post office. Mail processing alone for a

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large mailing involves more stages than you might think.

If envelopes are used, you still need to get your brochures, reply cards, etc. inside them. There are machines that can do this, even if there are several separate pieces to be inserted in a single envelope.

The mailing list needs to be computer-sorted to take advantage of bulk rate postage discounts which offer substantial savings. Then the addresses need to be applied to the envelope or mailer. This can be done using ink-jet printers that print directly onto the envelope. Another option is using adhesive labels, which are then applied by machine to the mailer. These machines are able to take the list directly from the computer database and print the labels in order by zip code, as needed by the post office.

Want to include a personalized letter? The name as well as address can be retrieved from mailing list.

Postage, too, can be printed directly onto your mailer so no stamps are necessary.

2. Use the brochures to encourage referrals

Of course, keeping a supply of brochures handy for phone-in, mail-in and walk-in customers is a good idea. But there are some other avenues you should consider for your brochures.

Is there a company you know in a related field that would be willing to display your brochure? If you're in the manufacturing business, perhaps you know some-

one at the wholesaling or distribution level who could expose your capabilities to those who could use your services.

Do you have loyal customers who love your work? If so, giving them a small supply of your brochures will encourage them to refer others to your company.

Even friends and relatives in unrelated fields may happen across a potential customer for you. Be sure you print plenty of your materials so you can offer them to all those who want them.

3. Trade show handouts

Those familiar with trade shows understand the value of the exposure they provide. When you have a professionally designed, compelling communication piece, it will make your company's participation in trade shows that much more memorable and effective.

4. Include the brochures with press releases

When your company has a newsworthy event, you may want to mail out a press release to local media outlets. When you land a major contract, or hire a new executive, take advantage of your area's newspapers, television and radio media to provide your business with free exposure. But press releases should be short, which doesn't allow for much discussion of your company. Including a brochure with your press release provides journalists with the extra information about your business that will enable and encourage them to write a more detailed news report.

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5. Special announcements to your customers

When your company has something to announce to your customers, send out a letter. A new product? A new process or capability? Perhaps you've expanded a department? Be sure to let your customers—and potential customers know. Send out a letter and include a copy of your brochure.

Why, you might ask, include a brochure in a mailing to customers who already use you? First of all, it never hurts to remind your customers who you are. They may be so used to using you for some specific service or product, they may have forgotten that you also have other capabilities. A good brochure will remind them.

Second, it's always a good idea to let your current customers know what you're doing. Keeping in touch with them gives them a feeling that you're committed to them, and that you care enough about your business to promote it. It can also help to motivate dormant or non-current customers. If someone hasn't made contact with you in a while, seeing your name and new brochure may spark them to give you a call.

And, as we mentioned before, sending your current customers your brochure may earn you a referral.

6. Give the brochures to your vendors and suppliers

Another audience for a new brochure is your vendors and suppliers. Growing your business is an ongoing process of building and strengthening relationships. Telling your vendors and suppliers more about your company will make them more interested in your business, which may prompt them to provide referrals. It may also help them identify ways in which they could serve you better.

It also shows them you care about your business and wish to promote it—and will help to remind them what a valuable customer you are to them. The more they feel they have a relationship with you and your company, the more loyalty this creates. When something happens in your industry or among your competitors, vendors are often the first to know. Having a good relationship with them can pay dividends later.

7. Use the brochures to recruit prospective employees

Attractive company literature can play an important role in your recruitment of quality employees. Your literature can be your company's introduction. Instantly, they learn about your range and capabilities. And they will better understand the role your company could play in their future. It also shows them you are committed to growing your business, and their future with it.

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8. Distribute them to current employees

You want your staff to be proud to work at your company. A brochure that is a compelling communication about the quality of your company is a good way to show them the pride you take in their work.

Your brochure also educates your employees about your firm, and gives them a clearer vision of the company they work for. When they tell someone else where they work, they will be better armed with accurate, articulate information.

Employees will appreciate being involved in the creation of new collateral material. If you use staff members in photographs within your materials, it's a way of saying you take pride in and appreciate their work and the role they play in your business.

9. Provide the brochures to banks

If you're preparing a business plan to get a loan, it helps to have marketing literature that contains a clear, compelling vision about your company.

A good brochure will help say those things you can't include on your loan application. It helps clarify your company's capabilities, its history of success. And, most importantly, quality marketing literature shows them you are professional. It proves to them you are serious and committed to growing your business

10. Make brochures available to investors

If you are considering expanding your business and taking on investors, superior marketing literature will make your proposal—and your business—that much more attractive.

11. Offer brochures to potential buyers

You may not be planning to sell your company. But someday that situation may change.

A business with well designed and up to date marketing materials is more appealing to buyers than one without them. Again, it's proof that you have faith in your company and its future. It's also one less thing a buyer will have to worry about.

Maximize the effectiveness of brochures

Well-designed, well-written brochures and web sites can be the most powerful marketing tools in your business. You've invested a lot of time and energy in creating them, so why not get them out to different audiences such as those discussed above? After all, they aren't going to do you any good sitting in your storage cabinet. And as most business owners have found, just getting one new client as a result of your print and web marketing efforts can justify the cost of creating them.