

9. Sense of Urgency

A sense of urgency will give people a reason to call immediately. You can use the same offer over and over, but it needs to have a time limit.

- a. First 100 orders receive 50% extra.
- b. Our eBook will only be free for the first 200 visitors.
- c. Offer good until May 30th, 2020.
- d. We only have 7 at this price, call 000-000-0000 to reserve yours.

10. Eye-popping Graphics

Eye-popping graphics that instantly portray the meaning or purpose of the piece. Show your picture/image to several people without the text and see what they feel, see, think, or infer from the picture. Do they see the same thing you do? Does what they gather from the picture enhance your offer or product? Also, don't hesitate to show the product you are selling or offering. If you are selling two bottles of wine for the price of one, show two bottles of wine with perhaps the price on one bottle and the word free on the other.

11. Be Impressive

Once you have created your message, make sure that it's reproduced utilizing high standards, especially with print media. A high-quality paper with high-quality color print will make it stand out. Try using unique embellishments such as spot UV, embossing, unusual shapes, or even a gold/silver foil to create a message that looks very impressive and will improve results.

12. Repeat Your Message

When you have followed the recommendations above and are ready to get your message out, make sure your prospects see it over and over again.

For example, if you picked a postcard as your primary media, then consider a series of postcards the same size and style. Your message and style will repeat on each card, but perhaps a different offer. Placing the offer on both sides of the card will increase the chance your customers will see it. Repetition is key. Repeat your look and message on all of the other marketing platforms you use, such as Facebook, Instagram, LinkedIn, and Email. The key here is to keep all material looking as close to the original design as possible.

Designing for advertising is an art and very subjective to opinions. If you practice and implement these critical elements into your designs, you will absolutely produce better results for yourself and for your clients. Digital printing allows us to test the effectiveness of the project. It is highly recommended to do a small trial run for testing purposes. Once you find what works, the sky's the limit. **Remember, effective advertising is free.**

We have assembled this guide to assist you in creating effective marketing materials. If you practice and consider these 12 elements when designing, your time and efforts will produce dividends. It must be a consistent and ongoing effort. It is not something you can do sporadically.



12 CRITICAL ELEMENTS

FOR CREATING EFFECTIVE MARKETING MATERIALS

This document was created with a mailing piece in mind; however, these elements ring true for any direct marketing piece you create, such as email marketing, social media ad, website landing page, etc. These twelve elements work in conjunction with each other, leaving one out will reduce the overall effectiveness of your marketing piece. Getting each element right will skyrocket your marketing ROI.

1. Pick Your Audience

Before you start your campaign, consider who you are trying to reach. The narrower your audience, the more effective your campaign will be, however the development for that campaign will be more complex. For example, if you are creating a campaign to target all businesses within a certain revenue volume, you can make a generic ad piece with an offer that everybody can use, like a percentage off. This will be simple to develop, and can be sent to everybody, however you will get the lowest percentage response. If you own a swimming pool cleaning company, you will want to only mail to people who own pools, and better yet, can afford your services. With that in mind, you can then follow the rest of this guide to create a campaign that will be specific to that audience. If you also sell hot tub covers, this means you will need to create an entirely different campaign to that audience, thus making the process more complex, but in the end, more successful.

2. The Offer

The offer is by far the most critical element contributing to the overall effectiveness of the advertisement. There are two primary aspects of the offer you must consider when developing it. First is the **value** of the offer. The second is the **difficulty** or **complexity** involved in redeeming the offer, which we will refer to as the barrier.

- a. A low-value, high-barrier offer might be: Take **10% off your next order of \$200 or more.** This offer is high-barrier because the prospect must want or need what you're selling right now to act. They will typically view 10% off as a low-value offer for almost all industries. Most consumers won't give a 10% offer a second look.
- b. A high-value, high barrier offer could be: Buy one meal, get the second free. This is high-value because, in essence, it is 50% off. Like the first example, it is still a high barrier offer because the recipient must take a risk to redeem the offer. What if they don't like the food, or the entire

experience is terrible? This doesn't make it a bad offer, as this offer has a much higher chance of being redeemed than offer A, because the value is high.

- c. A high-value, low barrier offer could be: **Buy one and get one free with a 100% money-back promise.** This is a high value and a relatively low barrier offer. An even lower barrier example that has the purpose of capturing leads would be something like: **An accountant sending out a postcard directing the recipient to a landing page where they can request to receive a free guide to drastically lower their taxes.** This offer is low-barrier because there is no risk to the recipient. It is vital to have a high-value item they will receive to make sure the offer is redeemed. While you won't likely make any direct sales from this, you will build a pipeline of prospects who need tax services.
- d. When creating the offer you will want to have your end game in mind first. Are you looking for **immediate sales**, or are you looking **for prospects** that may buy in the future? Quick sales sound nice, but by going after this result, you could miss out on deals down the road by overlooking the shoppers. An offer that requires somebody to buy something will get you a quick revenue boost, while an offer that captures leads will get you a higher response rate, therefore getting you a more significant piece of the pie, although more slowly.
- e. **Expected Transformation** - When designing, if the message clearly states how your offer helps the recipient or company to achieve better results, more comfort, a longer life, peace of mind, protection from the storm, or a better lifestyle, then it can help trigger a response. Sometimes this can be achieved with photos or text, but often a combination of both is better.

3. A Compelling Headline

A compelling headline is what will convince the prospect to read the rest of the mailing piece. The headline needs to quickly pull the reader into the entire message, pique their interest, and generally convey the benefit of the product while not give them too much info. **Re-grow Hair FAST!, Build Your Business NOW! or Get New Customers While you Sleep.**

- a. **Product Benefit Vs Product Features** is something we hear a lot; however, it's not necessarily easy to practice. Further, the product benefit will have more impact if you use an emotional benefit rather than a logical one.
 - I. For example, you're putting together a postcard to sell unaddressed mail services to restaurants.
 - II. A product feature: "Reach 1000 customers for \$450 with an unaddressed mail campaign".
 - III. A logical product benefit: "Increase your revenue today with our EDDM campaign."
 - IV. An emotional product benefit: "Be the most popular restaurant on your block."
- b. The emotional product benefit speaks to the restauranteur's desire to outperform their peers. If you're selling a product in a market that is oversaturated, selling based on features may be the only way to differentiate your product from the rest. In most cases, a headline highlighting the benefit of your product or service will give you the best response. An emotional benefit will typically have a better response than a logical one. It can be very tricky conveying the right emotional benefit. It might be easier and safer to stick with a logical one.

4. Key Differentiator

Explain to your customer what sets you apart from your competition. Why should they do business with you rather than everybody else in the same market segment? Do you have more positive reviews than everybody else? Are you simply the least expensive? Are you the most knowledgeable? When you explain this to your customer, do it in a way without starting with the word "we". Instead of, "We have more positive reviews than anybody else in the area!" Try, "You will receive the best customer service you've ever experienced, just ask the 300 people that rated us over 4.5/5 on Google."

5. Testimonials

Your prospects would much rather hear about how good you or your product is from your customers rather than you. That is truer today than ever before. Look at Yelp, TrustPilot, Google Review, Amazon Review, etc. An overwhelming 91% of consumers aged 18 to 34 say they trust online reviews as much as personal recommendations, even though those reviewers are almost guaranteed to be strangers. By adding some of these reviews/testimonials to your marketing materials, you can instantly gain some credibility and trust with your clients. If you are short on reviews, make sure to **ASK** for them. Consumers want to see at least 40 reviews before they rely on the overall rating.

6. Call to Action

A call to action must be clear on every marketing piece. If your customer doesn't know how to claim the offer, they won't. Even the slightest bit of confusion will hinder your results.

- a. **(NO)** Call Us Today!
- b. **(YES)** Call Us @ 000-000-0000 and reserve your spot.
- c. **(NO)** Visit our website for your copy!
- d. **(YES)** Visit www.website.com/trackinglink* and download your copy!
- e. **(YES)** Visit www.Website.com/trackinglink First 50 visitors receive a \$50 gift certificate.

7. Measure Success

A way to measure success will ensure you are getting your desired ROI. You're spending time and money on your marketing campaigns, so measure if they are effective by tracking your results. This could be as simple as a "mention this code when you call" or a specific URL for that particular mailing that will track the users who visit.

8. Your Company's Information

Your company's information should be visible and easy to locate. Use easy to read type styles with contrast. Consider using a photo of your business and or perhaps a map of your location. Doing so can only help build recognition of your company. Next time your prospects pass by, they may see you for the first time.

*A tracking link is a unique URL that you can use to indicate what channel, campaign, or content a visitor was viewing that directed them to your destination. This is a great way to track the success.