

The Secret...

To Success Through Design



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“I’m about to reveal to you 7 Vitally Important things to remember when designing promotional material for your business”.

1. Stop & Think...

Before you start anything, STOP..

Take a moment to think about what you are about to do...

What you want to achieve and how you can reach your goal?

Who are you talking to?

What are you offering them?

How should you talk to them?

How will they react if you say it right and say it well?

How will they react if you say it wrong?

What is the best media to talk to them?

Answer these questions before doing anything else - because these answers will give you a better set of bullets in your marketing gun!

Carefully considered communication will return a great piece of marketing literature that yields results.

Anything thrown together with haste and no forethought will also yield results... but the wrong kind of results that ultimately waste your budget.

2. Service.

Service.

Service.

Whenever communicating with your customers, your focus should always be on delivering your product with the very best customer service that they can find.

If you do this, they will always come back but you must never ever let them forget about you.

Design your communication materials with them in mind.
Put yourself in their shoes...

Tell them what they want to hear from you. What can you do to make them sit up and listen? Focus on them and what they want, not on how good you are or what you can do.

3. Encourage a Reaction

Work to the magic number of three.

Split your media into three sections - the top section should be dedicated to a headline or key message.

The middle section should contain your information and detail.

Leaving the bottom section for a Call To Action.

Always allow for three points of contact - phone, email, website, Facebook, Twitter, Skype, LinkedIn, smoke signal or carrier pigeon.

Choose three that will work best for your customer and use them.

Make them clear and easy to find and if possible repeat the most popular or best one three times throughout the design.

3... Its the magic number.

4. Straight Talking that Gets to the Point!

Never say too much that your customer (or potential customer) does not need to pick up the phone or type out an email.

You want to engage them to prompt a reaction so be sure you tell them enough to intrigue them enough to act.

Avoid cramming lots of information in and keep things nice and simple so it is easy for them to subconsciously buy into your messages.

5. Make the Decision an Easy One!

Whatever you do, make sure that your customer can react easily to your communications.

Make it easy for them to decide to deal with your proposition straight away because if they choose to leave it until later, chances are it will get forgotten.

We all skim read things - leaflets, emails, brochures, websites - a quick skim over the main sections to get a brief overview of what is presented in front of us. Use the key areas on your media to gain maximum impact - hook people in with powerful words and striking imagery!

6. Don't Dismiss Aesthetics

Fonts and colours are so important in design. These two key elements can have a huge impact on how well your customer retains information that you present in your designs.

There are two types of font - a headline font, which are more decorative and eye-catching and then there are copy fonts, which are generally more simple and geometric in their shape and structure.

Headline fonts will generally be a little more complex to distinguish to the human eye and therefore require more concentration to absorb the letterforms and compute the word that the letters spell. This is a good thing as concentrating a little longer on certain words will mean the information will be embedded in the brain a little deeper.

Colours also provoke huge emotional reactions in our subconscious minds - think about traffic lights and the colours that we all associate with them. Green means go, red means stop, amber means prepare yourself.

Now think about danger - what colour pops into your head? These are powerful design tools - never underestimate the power of colours and fonts in getting the reaction you want.

7. Stay Fresh, Be Consistent and Remain Clear...

If you have gone through stages 1 to 6 in this guide, then you will be very close to having a very good direction to travel in on your design journey but once you start, you must ensure that you keep all of your communications fresh and up to date with current trends, themes and events.

You must keep a firm eye on your long term objective with your marketing and communications so that nothing falls off the wagon and knocks you off track.

Stay fresh, stay focussed and keep your messages clear. Be consistent with your tone of voice, adapt to changes that might happen along the way but be flexible enough to execute communication material with seasonal focus.



So there you have it! You are now armed and dangerous with an arsenal of design, communications and marketing weapons that will help you to obtain better quality results in your promotional material. Better messages will lead to better designs and better designs will lead to a better return on investment. Try using this guide the next time you start promoting your business - start by stopping, have a think and develop a plan. Stick to your plan and stay focussed on the end goal - this is the start of your ongoing strategy to better business communication!