



MARKETING CHECKLIST

Basic do's and don'ts.

KEY POINTS

- ① A photo or image above the headline increases response
- ② Create a headline that draws attention, implies a clear benefit
- ③ Write body copy with benefits to the reader. Use "You", avoid "I" or "We"
- ④ Include a call to action - "Call now" etc
- ⑤ Include street, phone number, email and web address
- ⑥ Expiry date or limited time offer

CONSIDER THIS BEFORE STARTING

- A) One of the most overlooked ways in which to increase response is to narrow your focus. It is often more effective to be repetitive to a smaller group than to run a once only campaign to a larger group. Repetition with consistent branding is key.
- B) Do you know why the reader should choose your business, product or service over your competition? This could be a key feature in your marketing piece.
- C) Your headline gets read around 8 times more than body copy. It consumes the majority of your budget so if you have 10 hours to create your marketing piece spend 8 hours on the headline. A solution to a problem can be good, a clear strong benefit even better. Some key words - New, Free, Save, Now, Easy, Proven, Amazing, Help...
- D) Choose an image relative to the product or service being promoted - a photo of the owner next to a new machine may not be of interest.

DETAILED CHECKLIST

Your headline has the major bearing on response. It should imply a clear, strong benefit, draw attention and entice the reader to continue to the body copy. Avoid large company name headline.

Use "You" and "Your" - reduce "We", "Us", "I", "Our". Ensure at least 2 to 1 ratio.

Use upper and lower case in heading and body - ALL CAPS get lower response.

Avoid using **reverse text** - many older readers overlook it. (Reverse headings ok)

Keep text lines short - don't exceed 70-80 characters per line/column.

Keep text visually interesting - indents etc. Large blocks of fine text do not get read.

Increased leading (space between text lines) improves legibility.

Do not type to edges - unless creating a classified ad - use smaller point size text.

Avoid solid horizontal lines across the page - they stop the reader.

Include a call to action, how to order. e.g. - Call Now... Go to www... for free information ebook, etc.

Include:

Validity/expiry date, limited time, "Only while stocks last" etc.

Telephone number - not oversize but legible and easy to spot when calling

Street address. (A PO box address only reduces response) Include directions and a small map if appropriate.

Hours of business

Brand names or logos that you represent

A guarantee if possible

Include a photo of people in the business if appropriate

CONSIDER

Good design is critical, it should be professional and eye catching but when art and legibility conflict, legibility must win out.

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