

PRINTED MARKETING MATERIALS CHECKLIST

People often wonder how businesses become truly successful. There are several elements that create success in business, but one very important but sometimes forgotten element is a powerful and consistent identity. Here are a few basic marketing items to make sure you are putting your best foot forward when working with customers.

BUSINESS CARDS

Even in this digital age of email and websites, there is still a market for business cards. There's nothing more awkward than when someone asks you for a business card and you can't produce one. Your card should obviously contain all the necessary contact information, but it should also embody the personality of your company. Paper stock, ink colors, and specialty details such as die cutting and raised inks can make your business card stand out. A professional business card reflects back on your business and creates a powerful first impression for customers.

STATIONARY

Letterhead, envelopes, note cards, statements and other printed items that are used on a regular basis make up your business stationary. These should have a consistent look to maintain your identity and improve recognition by customers. The business card may be the first impression for customers, but your business stationary is the image they constantly see. When customers receive mail from you, they are actually receiving a marketing message that starts with the envelope they hold in their hand.

BROCHURES, RACK CARDS & POSTERS

Printed materials grab the attention of your audience. You can mail them directly to potential customers or display them in your office. Including a call-to-action is a great way to drive engagement.

PROMOTIONAL PRODUCTS

Client appreciation gifts and promotional products are one of the most effective ways of advertising. Your customers have a useful, tangible item that carries your company name. Items that a client will keep and regularly use, such as pens and notepads, tend to have a better impact as they ensure your business name is constantly seen by customers.

UNIFORMS

Clothing that identifies your employees helps promote your business and build a professional image. This can include shirts, jackets, uniforms, scrubs, aprons, etc. that your employees wear at the workplace.