

MARKETING MATERIALS GUIDE

PRINT IS DEAD?

Not so fast! Digital media has changed the way we do business, but there are some distinct advantages to using print materials:

1. **Tangible** – puts something in your customer’s hand they can hold and convey reality.
2. **Branding** – If you’re using marketplaces like Etsy or eBay, your print materials are the best branding available.
3. **Credibility** – When done well, having printed materials shows you’re serious about your business.
4. **Engagement** – People tend to spend more time reading printed materials than digital media.

PRINT MUST HAVES

1. **Professional** – No matter how artistic you are, resist the temptation to design and print your own materials. It’s best to go with a designer or agency. This allows you to focus on your work, and provides an outsider’s perspective on your brand.
2. **Consistent** – Commit to a brand, decide on a logo or branding, and stick with it. Don’t switch your look with each piece of material you put out. This confuses your audience and hurts your credibility as a professional business.
3. **Customized to your Audience** – Online printing makes small print runs less expensive, so there’s no reason not to design and create materials catered to your audience. Whether it’s a tradeshow, a craft fair or the corner of a resale shop, cater your materials to each audience to get the best results.
4. **Clean Designs & Proofread** – If you were unable to resist the temptation to design your own materials, keep the design clean and uncluttered. Make sure you have someone proofread your material because the best-looking printed piece will look unprofessional with even one typo or mistake.

PRINT MATERIALS TO FOCUS ON

Print materials come in a lot of types and varieties, let’s take a look at the key ones to consider when establishing your brand.

BUSINESS CARDS

The old-fashioned business card still goes a long way. Hire a designer to come up with a unique look that conveys your brand. Standard business cards are most affordable, but consider upgrading to heavier stock and unique colors. Avoid gimmicks such as holographics, usb drives, etc.; they don’t usually have the impact you’d expect and they cost more than they’re worth. **Don’t forget the basics:** name, phone number, email address, website and physical address if you have one.

POSTCARDS

Postcards are a simple, visual way to represent your work and your brand. Don’t use the space for a lot words, though; use it for **high-quality photos of your work**. If you can, pay a professional photographer who will make your work look great with thoughtful, complementary staging and lighting. You may be able to get by with a smartphone camera or a digital camera if you know how to make subtle adjustments to ensure your project is accurately represented. Pick your best work to photograph and write some brief, compelling copy about business. Avoid marketing speak like “award-winning,” “high-quality,” and “second to none.”. Also, **don’t forget to put the basics on your postcard:** name, phone number, email address, website and physical address if you have one.

PRINT MARKETING FIRST STEPS

ESTABLISH YOUR OBJECTIVES

- Do you have just an online store you want to add some branding and credibility to?
- Do you have a website you want to drive traffic to?
- Do you want custom tags for your pieces when they're shown at events or in co-op stores?
- Are you more project-oriented where you're trying to build a client base?

Write out 1 – 3 objectives here:

ESTABLISH A BUDGET

Think about pricing for each piece and put your costs together.

Original Piece	\$
Refinish Materials	\$
Refinish Labor	\$
Total Product Costs	\$

This will fluctuate but you can in put some ranges.

With these in mind, what can you spend per piece on a marketing budget?

What are your short-term and long-term sales goals?

With these costs and sales goals in mind, establish an initial and ongoing marketing budget. You are likely going to need to spend some money up front to get started and will need to figure those costs out in context with your ongoing budget.

Goals:

FIND YOUR AUDIENCE

Consider your objectives and think about your customer.

- What does your target audience care about?
- Where/how do people learn about your services?
- Why would your target audience buy from you?

FIND YOUR BRAND

Come up with six adjectives to describe your brand.

Select 3 – 5 colors that **could** represent your brand.

FIND A DESIGNER

With all these in hand, you're ready to talk to a designer. Go find one!

LOW-COST OPTIONS

- Fiverr
- Craigslist
- Indeed

BETTER OPTIONS

- Guru
- Dribbble
- LinkedIn Pro Finder

See our detailed thoughts on the other side to help make these decisions.