

When There's Something Better For Your Business Than The Ordinary Brochure

The industry is filled with a tri-fold brochure. Everywhere you look, most businesses would have had a brochure printing piece to promote their products and services. So if you're going to create one, how can you be different then?

In order for your business to stand out, you need to have a different piece of marketing material that would be able to educate and provide your target clients with valuable information. Using a regular tri-fold brochure would not do at all.

You need a different breed of promotional tool. Here's a list of print ad materials that you can produce inexpensively, as well as allow you to edit and update regularly.

The Pocket Folder –

Called the multi-workhorse of the marketing arena, this promotional piece allows you to convey your message effectively, while convincing your target clients of your stability and strength.

The pocket folder can become your basic component of your marketing kit. It is very cheap to produce and yet can work for as many uses as you can imagine.

The Template Page –

Often, this part of your marketing kit is printed professionally and has your logo and contact information. It's different from your letterhead as it is the foundation piece for the other pages that would be inserted in your pocket folder.

You can produce your template page in MS Word files which you can easily laser print yourself. The beauty of having your template page saved as MS Word is that you are able to edit and update your information regularly. It also allows you to create a content that is tailor made to your target clients' individual needs.

Other Pages –

The Difference Page. Let your target readers know how you are different from the rest of the competition. Show them the unique benefits of getting into business with you instead of telling them what you do.

Deeper Differences. Emphasize and stress your being different by giving more concrete descriptions. Tell your readers in greater detail why and how your difference is important not only for you but to them as well.

Product and Service List. Now tell your readers what you can do and what you have to offer.

Product and Service Descriptions. Get into the details.

Case Studies. Provide your marketing kit several case studies to stress the benefits your audience can have from your products. Choose clients or industries for your case studies and describe how your product solved their problems.

Testimonials. Quotes from real live clients can be your strongest element in your marketing kit.

Process Description. Provide a checklist or flow chart that describes how you'll solve their problems with your business.

A tri-fold [brochure printing](#) piece is not only the most effective marketing tool to promote your business. With something different to offer your target clients, you'll be able to draw their attention, which can eventually get them to buy your products.

Source: <http://www.articlecircle.com>

About the Author

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