

## **5.3 BROCHURES**

### **5.3.1 INTRODUCTION**

Every day you may be receiving lots of brochures at different locations. These materials play an important role as far as the marketing or promotion of any product or service is concerned. In fact brochures are one of the best ways of proclaiming aloud about your products or service. The brand is displayed more clearly than many of the other form of marketing strategies such as websites and TV commercials where customers are struck with an overabundance of advertisements. There are still people who spend very less time per day even in this era of handy smart phones. Hence the only effective way to get them acquainted and impressed with the particular product or services is through the literature like brochures and other promotional material.

In fact, a brochure is an informative paper document which is often used for the promotion of a product or service that can be folded into a template, pamphlet or leaflet. A brochure can also be a set of unfolded papers that can be put into a pocket folder. Brochures are also seen in the form of a booklet which contains several sheets of paper with a cardstock cover and attached with staples, string or plastic binding. In contrast, a single piece of unfolded paper is usually called an insert, flyer or bulletin. Brochures are basically the promotional documents that are used to inform the prospective customers or members of the public about the benefits of a company, organization, products or services.

Brochures are distributed in many different ways such as newspaper inserts, handed out personally, through mail or placed in brochure stands especially in high traffic locations. A

brochure is usually folded and only includes summary information that is promotional in character.

### **5.3.2 IMPORTANCE OF BROCHURES**

With the presence of the digital world all around us, is it still required to have a well-designed brochure? The answer is ‘yes’. Along with your website, social networking, advertising and other marketing efforts, a company brochure forms an integral part of your promotional process.

It’s a vital piece of literature about your products and services that the potential customers can take and preserve with them. It keeps the looks of your business in their hands that will keep on reminding them of your product or services. Accurately distributed, brochures can expand your company’s visibility. A well-designed brochure is very much a collectible item, not only for its captivating visual effects, but for the loads of product-specific information featured in it.

Let's take a look at a few compelling advantages for brochures for the companies in their marketing arsenal:

1. Brochures help capture the attention of potential customers, especially in the case of small and emerging businesses that are on a tight budget.
2. They are both effective and pocket-friendly than product advertisements on magazines and newspapers, given the fact that prime space on print media is costly. Advertisement space is shared by several businesses competing for public attention, making it a challenge to really get noticed amongst the competition.
3. Brochures are great marketing tools when reaching out to new customers. Brochures can focus entirely on the business and its offerings, thereby getting the undivided attention of all potential customers who browse through them. The key, however, is to make the

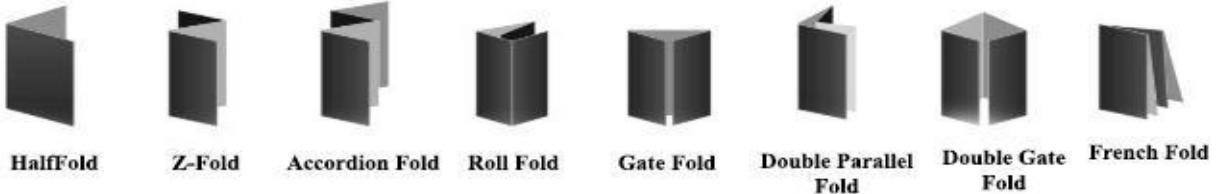
content both interesting and informative, supporting it with appropriate images, and including a call to action.

4. They are versatile pieces of printed information that can be used for promoting almost all types of products and services, and in different venues, right from reception desks of offices to promotional events. Brochures are perfect for trade shows and networking opportunities.
5. They are found in several formats such as menus, flyers, product guides, and newsletters, in addition to the conventional tri-fold style.
6. Brochure printing services are definitely more cost-effective, given the discounts that are usually offered with bulk printing. The cost per brochure reportedly comes down with the number of prints. Regular customers also enjoy discounted brochure printing offers.
7. Effective marketing campaigns are all about customer interactions. Brochures are simply just another way to interact with customers and generate leads for the sales teams to follow up.
8. A printed brochure is any day easy to access and read when compared to content from an e-mail or a website.

### **5.3.3 TYPES OF BROCHURES AND THEIR APPLICATIONS**

A unique feature of brochures that you should take advantage of, is the numerous folding options. Each type of fold works well with particular types of content being used. The way your product and service information is presented, modifies per fold. Thus, picking the right type of brochure fold can be a painstaking task especially when you want to convey your information in the best possible way.

### **Types of Brochure Folds**



Here are the numerous types of brochure folds that you can apply to your brochure marketing.

#### **1. Half Fold Brochure**

A half-fold brochure is made up of a single sheet of paper folded into two parts. It is also named as bi-fold brochure. This divides the brochure into two panels. The standard brochure size for the half-fold is 8.5" x 11". This fold is best for simple product presentation especially in case of explaining one or two product features.

#### **2. Tri-fold Brochure**

The tri-fold brochure divides a single sheet of paper into three folds. The right side panel folds underneath the left side panel. Usually, the standard brochure size for the tri-fold brochure is 8.5" x 11". As the most common fold, the tri-fold is very useful for general purposes. It provides a perfect balance between design and content.

#### **3. Z-Fold Brochure**

The Z-fold brochure also divides a single sheet of paper into three folds. It got its name from its distinct Z-shape that folds each panel on top of one another fold. 8.5" x 11" is the standard brochure of the size for the Z-Fold. The Z-fold is also very beneficial for the general product presentations.

#### **4. Gate Fold Brochure**

The gate fold divides the paper into three unequal folds, with the side panels measuring one half of the width of the central panel. As the name says, the side panels fold like a gate. The standard brochure size for the gate fold is 8.5" x 11". The gate fold works great with single product presentations or heavy-graphic designs.

### **5. French Fold Brochure**

The French fold is a distinctive fold that divides the brochure into four panels. It is also known as the right angle fold. The paper is folded in half, and then folded in half again which is actually perpendicular to the first fold. The standard brochure size for the French fold is 8.5" x 14". French fold brochures work well in case of heavy-graphic designs, maps, and invitations to business events.

### **6. Accordion Fold Brochure**

The accordion fold divides your brochure into four panels with one fold on top of one another, like an accordion. 8.5" x 14" is the standard size for the accordion fold. For the purpose of detailing a step-by-step tutorial for your customers, this type of brochure is very useful.

### **7. Double Parallel Fold Brochure**

The double parallel brochure folds your paper in half to form two panels, and then in half size again, to form two parallel folds that again go in the same direction. The standard brochure size for the double parallel fold is 8.5" x 14". This fold can be used as a reference material that customers could use for the products and services.

### **8. Parallel Map Fold Brochure**

The parallel map fold is similar to the double parallel fold. The paper is folded in half, then each panel is folded again in half size in the opposite directions. 8.5" x 14" is the standard brochure size for the parallel map fold. The parallel map fold is ideal for heavy-information material,

especially if you want to feature a wide range of products and services.

#### **5.3.4 WAYS TO DRAFT THE BROCHURES EFFECTIVELY**

##### **1. Understand your customer**

Before planning to write brochures, make sure you understand your potential and actual customer. Why would they want to buy your product? If you don't know the answers to questions, you can also discuss with your marketing people or talk to the real customers. Use their answers to help decide the content and design of your brochure.

##### **2. Do use images that are significant to your customer**

Your customer will like to see the product you are selling or images of the results they'll get or emotions they'll feel if they use your product or service. Be sure the images are clear, real and look professional.

##### **3. Sell, don't just tell**

Your customers and prospects aren't really interested in your company or products. They are interested in themselves and/or their own businesses. To get their attention, your brochure needs to focus on the benefits they will enjoy by making a purchase from you.

Think about it. How many people buy a laptop because they want to keep a laptop around with them all day either in their office or at their homes? They buy them to stay connected to people and events, to share information with written words, pictures, to complete their official assignments, and sometimes, just to show others that they have the latest cool tech device. All of which is why companies that manufacture laptops and the service provider that make it possible to use the laptops, focus on the benefits people derive from such tech devices.

Before writing the copy for your business brochure, make a list of the benefits your customers want to claim when they acquire your product or service. Use that list of benefits to help you write customer-focused content in the brochure.

#### **4. Use audience friendly headlines and graphics**

The average reader takes less than 5 seconds to glance at the cover of a sales brochure and decide whether or not to read it. If your headline or graphics on the cover of your brochure are not appealing, few recipients will care to open it.

For instance, a group of students reading the brochure headline that reads, "Matching students and Class room Study," is likely to get a brochure pitched into the recycle bin. But, a photo showing a cool guy giving a thumbs up sign to with the headline that reads, "Study to Turn Your Dream into Reality," is likely to get attention.

#### **5. Make your brochure look professional**

Even if your brochure is well-written, it won't get much response if it means that it has been improperly designed. Unclear page layouts, type that's too big or too small, too many different fonts or too many different colors types on a page can all make a brochure look unprofessional. You can also take advice of the experts or use online templates to draft professional brochures.

#### **6. Use bullet points to focus on the key features of your product or service**

Consumers and business people alike are pressed for time and have many ads vying for their attention. So they tend to skim quickly through copy. Feature-rich bullet points will help keep them focused on what you offer and convince them take the decision you want them to take after reading the brochure.

#### **7. Focus on readability**

Don't make it difficult for people to read your brochure. Yellow or gray type on a white background and brown type on a dark background are difficult to read. So are pages that have a lot of text and small type. Break up blocks of type with bold headlines and white space.

### **8. Tell them what you expect from them**

After you convince the reader in what you sell, you have to take the next step. Tell them what they need to do to acquire it. Don't just assume they will look for your phone number and call or visit your website. If you don't tell them what action to take, they may take the wrong decision. Clearly tell them in written as to whom they should call or contact.

### **9. Give them a reason to act now**

If you don't justify the reader to act now, and don't give them a reason to do so at the right time, your efforts in convincing them and building their interest will go wasted. The customer will move on to the next option that catches their attention and forget all about you. Some of the more common offers to get customers to buy now are special offers that are only valid before a specific date and discounts for purchase by a specific date.

### **10. Make it easy to respond**

Be sure your business name, phone number and website url are easily found in the brochure. Add your Facebook, Linkedin, Instagram and Twitter pages, if you have someone who watches and responds those regularly, too. A QR code that takes people either to your product page or to a page to sign-up for your newsletter is another substitute to look for.

### **11. Take away the risk**

Once you've built up the desire to have what you sell, you could still lose the sale if the customer has any constraint about purchasing from you. To ease the customer's fear, include a money-back guarantee or at least provide a ready-to-help customer care number.