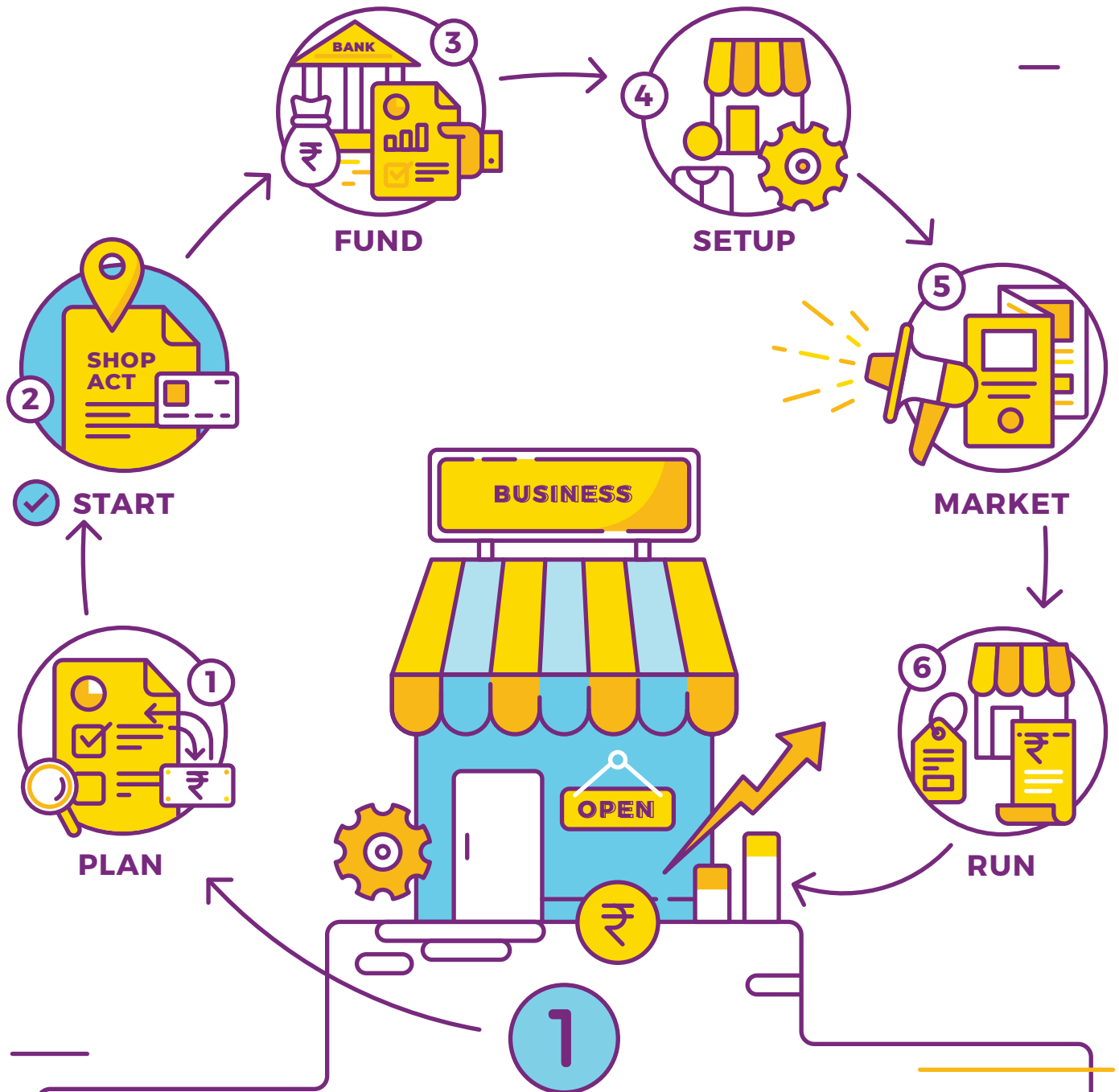


# MARKETING MATERIAL MANUAL



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## MARKETING MATERIAL: CONTENT, DESIGN & PRINT

### Content Marketing:

#### **Meaning:**

Content marketing is a strategic approach focused on creating and distributing valuable, relevant and precise content of your business products/services to attract and retain your defined audience and to drive customer's attention.

There are 3 key reasons for businesses to use content marketing:

1. To increase sales,
2. To create more brand awareness &
3. To stay connected to customers.

#### Plan:

##### **1. Content audit:**

The content you are planning to put for marketing your business needs to be very accurate and informative. The content needs to go for review and audit which will refine them and will use the appropriate words for the same. It gives you the details needed to build your content marketing plan.

##### **2. Defining the audience:**

It is important to define what kind of audience you want to target for your business. The mode of communication needs to be considered depending upon the type of audience will also depend.

##### **3. Matching content with your audience:**

It is necessary to match the content with the type of audience. Your business needs to be explained to the targeted audience in a way which is easily understood by them. A miss-match may lead to wrong perception of your business.

##### **4. Creating your editorial calendar:**

Planning a content editorial calendar helps you create a framework for what needs to be produced, in what format and when. Your editorial calendar enables you to identify content by type of media – blog, posts, presentations, videos, testimonials, e-books along with target date.



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## **5. Tracking and reporting:**

Unless you track the report and the feedback which is given by your customers, it will be difficult to make them understand your business offerings. Based on the reports generated, you will be able to understand how good is your marketing strategies and what changes need to be made. So keep a track of your strategies is equally important.

## **Design:**

Designing is one of the most important part of marketing material as it will be the image you will be showing to the outside world in different forms. Designing of marketing material can take place in the following ways which will help the business to reach out the targeted audience in a better and faster way. They are:

### **1. Paper Marketing Materials:**

Brochures, Flyers, Postcards, Business cards, Menus, Magazines, Door Hangers, Rate cards, Calendar, etc.

### **2. Promotional Marketing Materials:**

T-shirts, Mugs, Sacks, Gift certificates, Event tickets, Keychains, Mouse pads, Hand booklet, etc.

### **3. Stationery materials:**

Pens, Books, Label, Stickers, Envelopes, Hang tags, Note pads, Sticky notes, Bookmarks, etc.

### **4. Signs & Banners.**

### **5. Posters**

### **6. Loyalty cards**

Through these types of marketing material, the business will be able to reach out their targeted audience and will be able to create a impact in their mind-set.

To have your business design ready, candidate should be clear in his thoughts of what all mediums needs to be used which will reach fast to their customers within cost effective way.



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## Print:

Printed marketing materials are crucial in making a good impression. The best printed marketing materials are well designed and uses the same fonts, colours and themes.

Most important is the quality of your printed materials for marketing. Many a times, these printed materials are the first interaction customers will have with your company.

In print marketing, following includes:

### **1. Business Cards:**

Business cards are extremely powerful as they directly represent your company to customers.

### **2. Letterhead & Envelopes:**

Custom letterhead and envelopes create a sense of impression to your printed communications with customers. Using quality paper for your letterhead and printing a full-colour logo shows your customers that you pay attention to detail in all aspects of your business.

### **3. Company Brochures:**

Every business needs a brochure to let customers know about their goods/services you provide. Brochures provide consumers with more detailed information about your company.

### **4. Catalogs:**

Although you can always point people to your website. A catalog is a chance to highlight your most profitable goods/services. Some customers also feel more comfortable with catalogs than using the internet, providing this will show that you're willing to go the extra mile.

### **5. Product Data Sheets:**

Provide customers with a full-colour sheet, on a product flyer with detailed information about features, benefits and specifications of products/services your company provides. It will help the customer feel more informed and confident about making decisions.

### **6. Testimonials:**

Everyone likes to know that you have many happy customers who wants to share the experience with them. These can be printed and shown to the potential customers as reference which ultimately helps them to take quick decisions.



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### **7. Thank You / Festival wishes Cards:**

It is also a good idea to stay connected with the customers and also gives an impression that they value and remember their customers.

### **8. EDDM Postcards:**

Services like Every Door Direct Mail can help you reach out to an area of your market that you may not otherwise be able to capture.

### **9. Newsletters:**

Use quarterly printed newsletters to inform your prospects of new products and services. It provides a reminder of your business around your customer's office.

Keeping your customers up-to-date and in the loop with all the latest news about your business or your business' offerings is key factor of business marketing material.

### **Benefits of Marketing Material:**

1. Increases visibility of your brand.
2. Develops lasting relationships with your audience.
3. Improves brand awareness and recognition.
4. Creates loyalty and trust, both, with your current customers and future prospects.
5. Helps you to build the credibility.
6. Positions your business in your industry.
7. Generates traffic to your site to improve lead generation.
8. Opens a channel of communication through social shares and comments.
9. Helps your customer move through the purchase decision more quickly.
10. Provides value with no strings attached.

### **Checklist for Marketing Material:**

This checklist will guide you about the information to be kept ready for making of Marketing Material:

1. Create a logo of your business.
2. Decide tagline of your business.



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3. Finalise the brand name of your business.
4. Keep the pictures / images / videos of your products / business ready.
5. Finalise the content that needs to be published. (For e.g. brief the nature of your business, information of the products /services, mission, vision, etc.)
6. Make sure your Frequently Asked Questions (FAQ's) set is ready.

### Turn Around Time (TAT):

It may vary from case to case based on the customization required.

### Deliverables:

1. Questionnaire for Marketing Material (for benefited)
2. Marketing Material Handbook (for benefited)

### Marketing Collateral Questionnaire

1. Organization Name:

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2. Organization tag line or slogan:

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3. What is the nature of your organization?

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4. What is your product and/or service? (What is it called? What does it do?)

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5. Describe the lifecycle of your product / service.

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6. Who are your main competitors?

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7. What are the main differences between you and them?

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8. Who is your target audience?

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9. Why is there a need for your product/service? (This could be talking about the end application as well as the gaps in similar solutions in the marketplace)

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10. What is your USP? (Competitive benefits of your product, what value do you bring?)

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11. How do you propose to deliver the product/solution? (Intellectual capital/ knowledge/ infrastructure/ team, etc.)

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12. Where are you located/do you have presence for sales and support? (Talk about office locations, manufacturing locations, sales and support)

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13. Whom do you provide the services to? (Who is the right TG for your solution)

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14. How do you promote your services? (Channels of sale, modular aspects of solution if applicable, terms, financing options, packages, other)

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15. Solution key highlights, benefits (Please focus more on business and customer benefits rather than features)

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16. Organisation background:



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a. About Organisation:

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b. Founders:

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c. Objective:

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d. Vision:

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e. Mission:

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f. Achievements:

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17. Testimonials from customers (if any that you have permission to publish):

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18. Contact information:

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Name:

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Office locations:

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Website URL:

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Email address:

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Telephone numbers:

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Mobile numbers:

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# Good Luck For Your Business.



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