de Asra

Powering Businesses. Creating Jobs.



MARKETING MATERIAL CHECKLIST

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Need assistance? Reach out to our team

Contact us on : +91 93730 35540

We work from Monday to Friday 10 a.m to 6 p.m

MARKETING COLLATERALS

Marketing your Small Business

Small businesses need to run the extra mile to make their business visible. What will make your business reach far and across? Nothing but the right Content! Content for marketing is how you would showcase your business to garner attention and loyal customers. The right content will not only help promote your product/service the right way but also help create a brand effect. The content will vary depending on the product, service, language and the areas of interests in the business region.

Why are collaterals needed?

Marketing collaterals have evolved over the years. With the ever-growing competition, you need more than just word of mouth to make a long-lasting impact on your customers. This is where collaterals come to the rescue. Collaterals are a good way of communication and well-designed collaterals will definitely influence your marketing strategies. Make sure you don't let your customers leave without handing them marketing collateral which will directly link them to your product/service.

How to design marketing collaterals that work?

Make a 'Plan'

1. Defining the audience:
   Target the right people. It is important to define what kind of audience you want to target for your business. Based on the type of audience, the mode of communication will also vary. By focusing on a well-defined target audience, your messages hit the targets and your marketing becomes more effective.
2. Content creation:

Keep it short and sweet. The content you are planning to put for marketing your business needs to be very accurate, informative and in fewer words. The content should be reviewed and refined with the appropriate words that define your product the best. It gives you the details needed to build your content marketing plan.

3. Matching content with your audience:
   Know your audience before you start advertising. It is necessary to match the content with the type of audience you have targeted. 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 the wrong perception of your business product/service.

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 – blogs, posts, presentations, videos, testimonials, e-books, etc. along with the target date.

5. Tracking and feedback:
   Feedback is the way to progress. 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 feedback, you will be able to understand how good is your marketing strategy and what changes need to be made. So keeping a track of your strategies is equally important. Review the information you compiled in your content creation to see who is responding to what type of content.

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The Right 'Content'

To begin with, why do you need effective content for marketing?

1. To increases sales –
   Choose the words that best define your product. Choose a few and the right words to give information about the product. Highlight the best features of your product so that the customers can relate to it, thus contributing to your sales.

2. To create more brand awareness –
   As an entrepreneur, you would want your customers to stay hooked to your products. To increase customer loyalty you would want to create brand awareness.

3. To stay connected to customers –
   You need to build a rapport with your customers. Keep them updated with the latest developments in the products and the new products you will be launching.

Design:

Think of Design as the face of your brand. Apart from creating an identity, Design will ensure good user experience. The design should be aligned with your product/service, it should instantly give them an idea about your business. Designing includes logo, colour scheme, quality of paper, font, visuals, etc.

Designing of marketing material can take place in the following ways which will help the business to reach out to 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, Mousepads, Hand booklet, etc.
3. Stationery materials:
   Pens, Books, Label, Stickers, Envelopes, Hangtags, Note pads, Sticky notes, Bookmarks, etc.
4. Signs & Banners.
5. Posters
6. Loyalty cards

10 Marketing Collaterals you must have

This is your chance to create a lasting first impression. Kickstart your branding efforts with printed marketing materials and create a buzz about your business. The best-printed marketing materials are well designed and use the same fonts, colours and themes in all the channels.

Do not compromise the quality of your printed materials as many a time, these printed materials are the first interaction customers have with your company.

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 on 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. Catalogues:
   A catalogue is a chance to highlight your most important products/services. Many of the customers also feel more comfortable with catalogues 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. This is generally used in some specific sectors where products have multiple versions.
6. Testimonials:
   Everyone likes to know that you have many happy customers who want to share their experience with others. These can be printed and shown to the potential customers as a reference which ultimately helps them to make quick decisions.
7. Thank You / Festival wishes Cards:
   It is also a good idea to stay connected with the customers and also gives the 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. Leaflets:
   It is one of the most common ways to reach nooks and corners.
10. 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 a key factor of business marketing material.

Benefits of Marketing Collaterals:

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 credibility.
6. Positions your business in your industry.
7. Helps your customer move through the purchase decision more quickly.

Marketing Collateral Questionnaire

1. Business Name: _____
2. Owners Name: _____
3. Mobile Number: _____
4. Email Address: _____
5. Your Designation: _____
6. Business Address: _____
7. Pin code: _____
8. What is the nature of your Business?
   (Mfg./Trading/Service)_____
9. What are your products and/or services?
   _____
10. Brief description of your Business (15-20 words):
    _____

11. Business tagline or slogan: _____
12. Who is your target audience?

    _____
13. What is your USP? (Unique Selling Point)

    _____
14. What channels are you using to promote your products/services?

    _____
15. How do you propose to promote your products/services?

    _____
16. Any other help you require from deAsra?

    _____

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Thank you so much for choosing our checklist!
We genuinely hope it becomes your guiding star on your exciting journey into the world of entrepreneurship.



Wish you All the Best for your journey!

Should you require any further assistance, please feel free to reach out, and we will be delighted to assist you!

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