

## How to Create Successful Promotional Materials

Developed and Facilitated by Jane K. Cleland

Apply the fundamental principles of effective marketing and create persuasive promotional materials—this strategy *works!* Participants in this hands-on, highly interactive, two-day seminar report that their brochures, flyers, newsletters, proposals, ads, websites, e-mails, and other custom promotions generate more bottom-line response than anything else they've ever tried. *Guaranteed!*

**Note—all examples, case studies, and exercises are custom-created for *your* organization.**

### Topic One: Introduction

- Characterize “success,” using the journalist’s “5 Ws + How” strategy
- Get a 360° view of your challenge: the 4 Ps of marketing, the product life cycle, and your prospects and customers—this matrix pulls it all together
- Define the shared terminology of the field to analyze target buyers: demographics vs. psychographics and Maslow’s hierarchy
- Illustrate the challenge with the Transaction Proposition
- Conduct a benefit analysis for audience segments: custom case study

### Topic Two: Communication Tools

- Compare & contract the 9 ½ communications tools

### **Topic Three: Formats**

- Consider strategies and tactics for designing engaging layouts while adhering to corporate standards

### **Topic Four: Hands-on Copywriting**

- Apply the *Empathy Index* and the principle of FURY
- Use Jane’s 3-step headline writing process to generate engaging headlines (custom case study)
- Integrate the “referral principle” to write action-oriented captions (custom case study)
- Use your assigned style of copywriting to write informative and response-oriented body text (custom case study)

### **Topic Five: Layout Design**

- Capitalize on the five foundational principles of layout design to direct your readers through your message and stress key elements
- Analyze promotional materials—what works (and why)? and what doesn’t work (and why)?
- Consider readability vs. legibility and maximize the impact of your text

### **Topic Six: Critique and Feedback**

- Analyze and improve results by reviewing your examples (and some from your competition!)
- Questions & Answers
- Summary & Reflection as you move forward