

BROCHURES: *Effective Marketing in Print*



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A key piece of your marketing program, your brochure should be the expression of all that's outstanding about your organization. It conveys your services and their benefits, and provides an overall feeling of what you have to offer. It is like an executive summary of your operation and offerings. And it all begins with your input.

Please answer these questions in as much detail as possible. Your responses to these questions will guide the design process and help LBD provide you with a brochure that furthers your business goals and your marketing objectives. After the questions, a brief outline of the development process will follow.

1. What is the purpose of the brochure?
2. What is the most important thing that it should accomplish for your business or organization?
3. What do you offer to your clients or audience?
4. What are your key messages?
5. Who and where is your market? What are the general demographics?
6. Who are your competitors/colleagues?
7. What makes you unique? What sets you apart?
8. Why should your market go to you and not to your competition?
9. What is your market positioning? (How you would like your market/audience to perceive you.)
10. What is your strategy for distributing the brochure?
11. What would you like readers to do after they have read it?
12. Does your company have established branding or other graphic elements that need to be incorporated into the visual design of the brochure?

PROCESS

The process of creating a brochure is similar to creating other marketing materials, and starts with establishing a direction to guide the stages of design development. At the beginning, I'll ask you to do a "homework" assignment:

1. Gather examples of brochures from entities similar to yours. It is important to understand the context in which your brochure must compete. Your brochure should stand out in terms of quality, not in terms of strangeness.
2. Looking at your examples, decide which ones you like and which you don't. Record a summation of your reactions to such aspects as visual styles, organization, content, or anything else that stands out to you, for better or for worse. Be specific as to why you did or did not like a particular piece.

The phases of design are as follows:

1. **Research** – In addition to the above information, a meeting with you begins the process by thoroughly discussing the mission and purpose of your organization, its goals, its audience and how it should be engaged, how to position the organization, and any other relevant questions that may have a bearing on brochure design.
2. **Content Development** – After the research phase, draft copy will be prepared and submitted for review. One or more rounds of approvals may occur at this point. Once copy has been finalized, appropriate supporting imagery will be developed.
3. **Initial Layout Design** – After content development is complete, a draft brochure layout will be created, showing placement of all content components.
4. **Layout Review** – The draft brochure layout will be reviewed and discussed, and alterations may be requested.
5. **Layout Design Refinement** – A second draft with requested layout refinements will be developed and submitted for review. At this point, you may be ready to approve the draft as final, or you may request another round of alterations.
6. **Design Finalization** – Alterations will be executed and a second draft submitted for review. (Two rounds of approvals is the norm.)
7. **Final Design Approval** – When the final brochure design is approved, files for reproduction will be produced and delivered.

When the client is a group or a board, it is recommended that the group designate a smaller sub-committee that is authorized to develop the project, go to meetings, evaluate the design, and report back to the larger group.