



Message and Medium

If you wanted to tell your neighborhood about your upcoming yard sale, you'd make signs and flyers and post them where your neighbors would readily see them - on power poles, in your front yard and on bulletin boards at the local market. It wouldn't be necessary to erect billboards on the freeway or to have 4-color brochures put together announcing your sale. Because of the timeliness of your event, permanent signage or published materials that hang around for months, aren't going to be necessary.

The same kind of thinking should be applied when planning your next set of marketing materials. By answering just a couple of questions before you start, you will be better able to decide what medium best fits your message. Choosing a medium that is ineffective for your message could be cumbersome and costly.

Take a moment and answer the following questions:

1. **Is your message or information time sensitive?** For example, a One-Day Event or a Limited Time Offer?
2. **Does the reader need to take immediate action?** For example act on a Sale with an Expiration Date or Redeem a Coupon?
3. **Is your message more permanent in nature, but important for the customer to hang on to?** For example, Personal or Corporate Contact Information; Company Capabilities; or Educational Information that doesn't change?
4. **Does your information need to be readily accessible** such as phone numbers, capabilities lists and addresses?

If you answered "Yes" to #1 or #2, then you need to use a medium that works well with the immediacy of your message. Flyers and door hangers are popular methods of getting information out in a short amount of time to targeted customers. Post cards of all sizes -- from 6" x 4" up to 9" x 6" can be both mailed out or handed



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out. For years movie studios have used posters and buttons to get the word out about the openings of their movies when it's all about the timing. Why not copy them and do the same for a new product line? All of these "immediate" methods are available in a variety of sizes and shapes, allowing you to customize them to your needs. If you don't need full sized flyers, why not go with half size ones? Or take the opposite direction and make HUGE flyers? Pick the method that gets your immediate message out the best.



If you answered "Yes" to #3 or #4, then your needs will be different. Information that you want your customers to hang on to needs to be permanent in nature. Standard items that are used for long term retention of information include Brochures of all sizes and folding patterns; Rack Cards (for when you don't have enough information to fill a full brochure, but you do have enough for a 4 x 9 card); Booklets (when you have a lot to educate people on) and business cards which are a time honored way to keep your contact information in front of a customer. A calendar that hangs in a customer's office reminds them daily of who and where you are and what you do. Other methods include Presentation Folders, Tent Cards, Magnets, Stickers and promotional items.

Taking time to determine how long you need your materials to stay in a customers hands will help you determine the best medium for your message.

If you aren't quite sure of the form your message should take, feel free to give me a call at 619-299-0737 to set up a consultation. I'd be happy to help you out.



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