

Why Your Business Needs a Brochure

In a technology-driven world, more companies are using brochures. Why? Brochures send the subtle message that your business is professional, reliable, and committed to quality. If you're considering using brochures in your marketing plan, take notice of the following benefits as well.

1. Brochures Are Easy to Distribute

You can strategically place brochures in a wide variety of locations. This allows your company to relay positive and accurate information to more people and attract new customers. It's easy to place brochures in promotional giveaways you send through the mail or on tables in your office.

You may want to give away tangible items along with the brochures. Perhaps you advertise at a local fair and hand out your brochures with Frisbees, T-shirts, or bags. The free merchandise may attract people to grab your swag, but later they will read your brochure and learn more about your business. This marketing strategy allows you to reach out to many new customers.

2. Brochures Are Cost Effective

Compared with some online marketing options, brochures are a low-cost marketing plan. Plus, most professional print shops will work with you to design and produce sleek brochures that fit your budget. Brochures also decrease in price if you buy in bulk. Many companies who use mail advertising or participate in trade shows buy brochures in bulk.

Furthermore, brochures usually include details about your business that make them useful for many purposes. You can share them with potential customers, loyal clients, business contacts, and other individuals. You save time and money when you have a succinct summary of your products and services readily available in your brochure.

3. Brochures Build Trust

Once you have the eyes of your potential clients reading your brochure, you can build trust. Most companies include their objectives and goals in their brochure. This information helps clients see the caring and devoted side of your company. When clients can read about how you care, they trust your company more.

A brochure also lets customers know you are a serious company with reliable credentials and dependable business practices. Many clients want to see evidence of experience before they do business with a company.

4. Brochures Hold Lots of Information

Brochures allow company owners to compact a lot of information in a small area. Even a trifold design includes flaps sections for you to describe your services and products.

Brochures also convey more information than other printing options such as postcards or letters. Whether you want to include product prices or tell the story of your business, you have plenty of space to get your entire message across. You can even generate immediate business through your brochure by including coupons or discounts.

5. Brochures Personalize Your Business

Professional speakers often target one person in a large audience. This approach helps the speaker communicate on a personal level, which is usually more effective than speaking to a general audience. Similarly, your brochure can use the same technique.

As your potential client reads your brochure, you have that one-on-one communication. Make sure your brochures tell your clients why they need your product or service in an approachable manner.

Additionally, for people who are on a tight schedule, a brochure you can read any time is ideal. True, they could get the information from your website; however, written material adds a personal touch.

6. Brochures Establish Your Business's Authority

Printed sales literature sends the message to clients of an established business. While business cards or letterheads offer credibility, a brochure shows you are willing to invest in your clients. People expect printed merchandise from a serious business.

If you need more convincing on the value of printed materials, check out this article on the benefits of printed media.

Because brochures do so much for your company, don't skimp on printing. A poorly printed brochure eliminates all the credibility you could earn. Invest in quality products to show you care about your business's image. You can count on Complete Media's printing expertise to produce brochures that will wow your customers. Need help with design? Our strategic marketing team can help you create a brochure that not only looks great but also helps you achieve your goals. Get started today!

Source: Flottman Company, Inc.