

FLYER TIP SHEET

Basics of Marketing with 712 Marketing

Use Great Photos

- Take clear, high-quality pictures of your drink.
- Avoid dark or blurry photos—bright, colorful images grab attention.
- Add fruit or visuals that match your flavor (🍊 oranges for orange drinks, 🍇 purple backgrounds for berry drinks).

Keep It Simple

- Don't overload with text—one bold headline, one image, one call-to-action.
- White space = your friend. If it looks crowded, cut something out.
- People should understand your flyer in 2 seconds.

Choose a Theme

- Stick to a consistent color scheme that matches your drink.
- Use bold, readable fonts—avoid fancy cursive for big text.
- Make sure it's easy to read from far away (remember the 6–10 foot rule!).

Show School + Store Pride

- Always include the Red Oak Nutrition logo so people know where to buy.
- Add the Red Oak Tiger logo to show school spirit and grab attention.

Be Creative

- Try making 2–3 flyer versions, then choose your favorite.
- Add slogans or hashtags to make your drink memorable.
- Match your vibe—spooky for Halloween, sporty for football, tropical for fruity.

Take Your Time

- Good design takes practice—don't rush.
- Double-check spelling, prices, and details before printing.
- Ask a friend: “Would you stop to look at this?”

Final Checklist

- ✓ Is it bold and eye-catching?
- ✓ Can I read it from across the room?
- ✓ Does it match my drink's flavor/colors?
- ✓ Does it tell people where to buy (Red Oak Nutrition)?
- ✓ Would I want to try it after seeing this?

Need Help?

If you have questions or want feedback, reach out:
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