



creative marketing *n*

the action or business of promoting and selling products or services in an original manner by stimulating the imagination and attracting the attention of prospective customers.



4 key things

your marketing needs to do

1. Stand out
2. Be memorable / worth keeping
3. Be professional
4. Create a personality for your company

Advertising is often the first point of contact a potential customer will have with your business and is often the driving factor to contact you.

how?

- Be Bold! Being bold doesn't have to mean crazy, glitzy or loud, it can simply mean being brave enough to go beyond conventional thought or action – in other words be a little creative!
- Simplify – clear, simple communication will help your message stand out and be memorable

tips:

- Do your brochures stand out on a crowded desk? It could be how it arrived, the shape, size or material. Making it interesting or useful ensures it stays on their desk or it's remembered first when they need your service
- Advertise often in places relevant to your business – repetition is key
- Unless you're going for the earthy look always use colour print – it just says higher quality!
- Sponsor community events – everybody loves a giver!
- Is your signage communicative & easy to read?