



Marketing Packets – how to make them work for YOU.

A **Marketing Packet** is usually in a folder and includes a variety of informational pieces that help your potential clients **make their buying decision**.

Call today to plan your Marketing Packet!

Depending upon your business, a Marketing Packet can be simple or elaborate. Initially, a simple but professional looking presentation is necessary. More elaborate packaging options may be needed depending upon your industry or profession.

The key is to communicate your message. As long as you include coordinated materials, with a clean look that flows logically, your message will be clear.

If you have separate offerings, they should have separate flyers or brochures within the Marketing Packet. This keeps the information clear, without confusing people with things they might not need. Also remember, different areas of a potential client's company may need different offerings from your company. By separating your materials you will assist the person dispersing your information.

Marketing Packets can provide a professional image for you when you meet potential clients at trade shows or professional conferences. Due to the cost and amount of information in a packet, they should be reserved for those seriously considering buying from you. A brochure is sufficient for those simply seeking general information.

Your Marketing Packet can be built over time. Initially you need a brochure, then a price list or catalog of your products and services. Over time, there will be flyers regarding upcoming events or your company's new services or products. Ads will be produced and press releases written, which may lead to newspaper or trade publication articles about your company. All of these things can go into the Marketing Packet. A key to a successful Marketing Packet is to be aware that you are building one, so you create a consistent look to the materials.

Planning ahead to be prepared for the time you are asked to tell a group about your business will pay off in new clients. **Luck is preparation meeting opportunity.**

Beth Mora