

# Graphic Design

## How to... **Create Successful Marketing Literature**



Does your marketing literature create an immediate impact? If you're going to convince the reader that reading your literature will be time well spent, it must be attractive and orderly.

Put yourself in their shoes, and present your product and service features in terms of benefits for them. Work out what it is you're really selling, and ensure your message gets through—this might simply be 'peace of mind'. Let **aamdesign.co.uk** create successful marketing literature for you.



## Why You Need Professional Marketing Literature

- Allows you to make a well-prepared sales pitch.
- Helps customers to reach you by presenting your contact details.
- Increases your credibility by having professionally prepared literature.
- Reinforces and supports your sales leads.
- Avoids amateurish layout and typography mistakes, which could send out an inappropriate or negative message.
- Generates new business by providing the customer with the information they need in order to make a decision.

## Brochures **from £295**

When you want to send information about you and your organisation to someone, you'll need a Brochure to explain the range of goods and/or services you provide.

An A4 double-sided, gatefold, full-colour Brochure could be an invaluable sales tool when you need to persuade customers that you are someone worth doing business with.

## Data Sheets **from £295**

When you need to provide detailed information, perhaps to support a sales pitch, you'll need a **Data Sheet, Technical Specification, Applications Note** or similar, to describe in detail what you are offering.

An A4 double-sided, full-colour Data Sheet could detail your products and make them more saleable.

## Case Studies **from £295**

When you need to show that you've been there and done that, you'll need a Case Study to explain the solution you provided to an existing customer.

An A4 double-sided, full-colour Case Study could display your organisation in action when you need to persuade customers to use your goods and/or services.

**Let me scan, retouch and incorporate your existing photographs or digital images. Alternatively, I can take effective digital photographs suitable for inclusion in your literature.**

**Corporate literature & technical publications at less than agency prices**

DS-GD-MARK\_Issue 01/05008



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## THE DESIGN PROCESS

### Step 1. FREE Design Brief/Consultation

A comprehensive discussion with you to determine your requirements and objectives.

### Step 2. FIRST DRAFT Design

A FIRST DRAFT concept design will be created from the design brief for you to inspect/discuss.

### Step 3. FINAL DRAFT Design

A FINAL DRAFT will then be produced to incorporate your comments.

### Step 4. FINISHED Document Delivery

Your document and digital images will be delivered on CD in original native file formats (or as MS Word templates if requested).

You will also receive **two** PDF documents:

- a low-resolution/small file size PDF suitable for sending to customers via email or for posting on your website.
- a high-resolution/large file size PDF suitable for professional or in-house printing.

## Options...

- **Print In-house**  
For convenient, low-volume printing on your own inkjet or laser printer.
- **MS Word Templates**  
For ultimate convenience and to allow you to easily edit the text and images.
- **Print Professionally**  
For high-quality, high-volume, professional printing.

Simply phone or email me to arrange a **FREE** consultation, or if you have questions.

I am always happy to supply a written or email quotation (no obligation) for any requirements you may have.



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