

The Greatest Small Biz Marketing Tool Ever Invented!

By Bobbette Madonna

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The ultimate goal of a Brochure is to convert the casual reader into an interested reader and the interested reader into a SERIOUS ONE! I don't know too many young businesses that can afford elaborate ads. However, most can afford a brochure. If your company sent out 10,000 full color brochures, how many responses would you get? Well, the expected 2% would be 200 orders. If you did that every work week (5 days) that could reasonably garner 1000 possible orders - not bad. Paper and ink is not the only way to create a brochure. Put your brochure online - an E-Brochure! They are a dynamic way to send to - gee - millions!

Now, what's 2% of that...

Anatomy of a Great Brochure: The most important goal is to convince the reader to take action! Why would they? Because to the merits of your product or service. What goes into a brochure?

Company history - Mission statement - Description of what you do - Products and services - Location of your business - Key client list/testimonials - Addresses, phone, fax, email, URL, Equipment list, Management profiles, Key innovations, inventions, patents, Company slogan, Photos of facilities, processes, people, Plans and visions for the future. What does a Brochure convey to the reader? Shows commitment and legitimacy. Introduces you and your company. Informs and cross sells. Facilitates face to face selling (phone, email) Showcase previous successes. Creates a positive image.

Those who have a brick and mortar business should take their successful brochure and put it online. Web sites that are

simple e-brochure can suit a small business just fine. The one most beneficial aspect of this is that an e-brochure can be changed at will - a print one can not. The greatest aspect of the e-brochure is your customer base has grown to encompass the world!

For the home based business an e-brochure is a must. As much as you need a color printed brochure or business card, you need a web site to be part of your complete marketing package. A functional, changeable, updated, and professional web site is an E-Brochure. Your web-savvy customers will appreciate your e-brochure's message and those that are not savvy will know about your business and how to contact you.

From print to electronic. Keep these things in mind:

Keep it simple: Avoid clutter, clashing colors, flashing banners, etc.. Revise the text to suit online formats and online readers. Interactivity! Keep a dialogue with visitors - they expect a quick response. If they don't get it - well, there is the competition!

Promote your web site - Advertise it in your off-line ads as well as online. Search engines, targeted emails, start an ezine. Promote, promote, promote. Keep it UPDATED - Never leave your site static. Add a product, pass along industry news, offer contests, add new services, get interactive with your readers. Promote! Advertise! Serve your customers.

A full color, professionally designed E-Brochure with fresh content, a pleasing flow, interactivity, and sincere purpose can put another marketing bulls eye in your long term business goals. A strong presence on the web that can pay dividends for years to come...

LOGON's e-brochure is here:

<http://www.logonnewzine.com/logon/Exec-Brochure/>

About the Author:

Bobbette Madonna, owner/publisher of LOGON Network of Ezines. Using Guerrilla Marketing tactics to educate, inform and investigate the 'Pulse of E-Commerce' and report findings to the readership. Unconventional methods produce exceptional results. No nonsense approach to marketing/promotion/advertising our client's business. Subscribe at the purple box: <http://logonnewzine.com>

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