

Ryedale Voluntary Action

Factsheet

Key Marketing Tools

Below is a list of some of the most common key marketing tools.

- Advertising
- Public relations
- Websites
- Brochures
- Newsletters
- Telemarketing
- Direct mail
- Inserts
- Posters
- Events
- Sponsorship
- Competitions

Advertising

2 kinds of advertising. Brand advertising and call to action or direct response.

- Brand advertising—used to reinforce a brand or image, give the customer an idea of lifestyle choice. E.g. Your M&S, Nike: just do it!
- Direct response advertising—to generate more users, members, visit to a website.

Advertising essentials

- A single, impressive, new, exciting benefit
- Short, sharp and simple language
- 4–8 seconds to grab the readers attention
- Clear layout, simple language
- Traditional type—no italics
- Use 10, 11 or 12 pt for main text
- Avoid fancy images, colours and backgrounds
- Use you .. “look what we can do for you!”
- Be credible

Tips

- Remember AIDA when planning your advert!
- If your advertising isn't working—stop
- Think benefits
- Don't pay full rate—negotiate
- Demand a right hand page
- Advertise only when you need to guarantee coverage—it's expensive

Websites

"Fish where the fish are"! More people are online, so market to them online

Decide what you want your site to do:

Static a source on information about you

Active a place where you can book tickets, buy products, download information

Website essentials

Clear and welcoming and easy to look around

Use your branding

Just seconds to load and impress

Avoid pop ups

Keep it up to date

Secure if you are trading on it

Think links to other sites

Measure how many hits that you have had (try Google analytics)

Website content

- People are impatient—less is more
- Be selective
- Think why are they visiting my site
- Think Ebay: FIND, BUY, PAY
- People read from top left to bottom right
- Six Cs

Who cares	is it relevant
Compelling	attention grabbing
Clear	easy to read and navigate
Complete	can they do the task
Concise	to the point
Correct	up to date

Brochures and Leaflets

- Shop around for the best that you can afford
- Small print runs to allow changes
- News at the top
- Use AIDA
- Use your branding
- Make it do what it is intended to do
- Think about display and post

Newsletters

- Inform partners, members and funders
- Keep them simple and use AIDA
- Lots of pictures, information
- Choose a frequency you can maintain
- Use your branding

Other direct marketing

Telephone sales, direct mail, directories, leaflet inserts, door to door leaflets, wall posters, continuous video (in post offices), school bags (for community events), conferences, open days, community events, sponsorship, networking, competitions, promotional gifts

Always ask

Do they reach your target audience and are they cost effective in terms of how much you need to spend ad how much response you will get?