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Your Company Has Changed — Has Your Brochure?

Businesses are constantly evolving. You develop new products. You launch new services. You begin focusing on a specific niche or targeting new audiences. Be sure to update your marketing collateral along the way. This includes your company brochure. If you haven't updated your company brochure in a while, here are seven tips for making the most of it.

- 1. Keep a tight focus.** A brochure isn't a catalog. Hit the highlights, including your mission, product and service categories, and what makes you different. Save the details for another time.
- 2. Break it into targeted versions.** Increase the power of your marketing by targeting brochures to specific audiences. Instead of creating 10,000 of one brochure, for example, try breaking it into four different versions of 2,500 each. Use them to promote various product lines, target audiences, and even different events.
- 3. Unique imagery.** It might be tempting to keep down costs by using free or low-cost royalty-free images. However, generic photos can hurt your brand. They aren't you, so they don't tell your story. Plus, they can damage your brand if people see those images somewhere else. Use traditional royalty images or hire a professional photographer instead.
- 4. Limit your font choices.** Don't over-clutter your space or create visual confusion with too many fonts. A good rule of thumb is to use no more than three fonts in any one piece.
- 5. Use white space.** Brochures are designed as door openers, not sales closers. Be selective. Use white space to create breathing room to keep the design clean and inviting. Tell your audience just enough to pique their interest and get them to take the next step.
- 6. Use high-quality stock.** People associate the quality of your paper stock with the quality of your products. Don't skimp!
- 7. Include a call to action.** Even though you might not want to give a hard sell, you still want a call to action. Otherwise, your audience may just read the brochure, then set it aside. CTAs are critical to getting your audience to take action.

Are you redesigning your brochure or designing one for the first time? Let our designers give you more great ideas.