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## Promotional/Marketing materials

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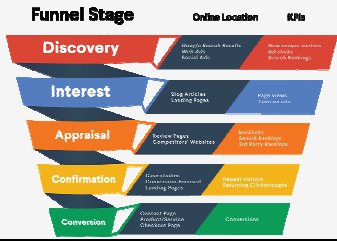


### What are promotional/marketing materials?

Marketing materials are any products or content designed to market your company or its products and services to potential customers/students. Marketing materials can range from samples you give to potential customers to keep, permanent installations in high-visibility areas or digital files that customers can access. Modern marketing often benefits from the diversification of marketing materials to meet the diverse needs of a potential customer base.

### Marketing material matching exercise:

When working in a marketing position, using an array of marketing materials can help you achieve maximum results with your campaigns. Marketing material types to consider for your next campaign include:

<p>1. Advertising cards</p>	<p>You can also market with paid placements where you pay the platform to provide consumers with your company's content. It also benefits from the high levels of detail available from online users, as it can provide you with valuable customer data like demographic info and their consumer preferences.</p>
<p>2. Billboards 大型廣告板</p> 	<p>They are postcard-sized flyers commonly printed on cardstock. You may use advertising cards as part of a mailing campaign, to hand out while at events or when customers visit your business. Advertisement cards allow you to feature key benefits of your product or service or to advertise special promotions.</p>
<p>3. Brochures</p> 	<p>It is a traditional form of advertising that can still be highly effective in the right situations. You can increase the benefit of your billboard campaign by placing your ad in a high-traffic area where customers in your demographic might see its creative design. Using a series of billboards noting the distance to your location as drivers approach it can build anticipation, which may make them more likely to visit your business.</p>
<p>4. Banners</p> 	<p>School banners or roll up banners are a great way for school administrators and staff to promote a scholastic event such as open day or parents' day, or for students and their families to celebrate special occasions, sporting events, &amp; much more.</p>
<p>5. Emails</p>	<p>They comprise a single sheet of paper, often folded into three sections. By printing on both sides of the brochure, you create up to six areas to fill with information about your product or services. While flyers are usually used for large volume hand-outs, brochures are designed to be read and to help readers absorb important information. Brochures can be useful event handouts and information packets for visitors. For example, a zoo may use a brochure that includes a map on one side.</p>

<p><b>6. Fliers 傳單 (leaflet)</b></p> 	<p>This is an excellent way to make professional contacts and market your company. Many online marketing campaigns seek to gather email addresses as opposed to make sales to customers directly. This allows your company to populate a mailing list of potential customers to send email campaigns to large numbers of prospective clients quickly. Many email management systems include the ability to tag new names in your database with different keywords to target the emails to each prospective customer.</p>
<p><b>7. Funnel pages 漏斗頁面</b></p> 	<p>Creating these to hang in areas with frequent pedestrians can be an inexpensive way to market an event or service. Effective fliers often have appealing graphics to encourage passers-by to stop and read and then a quick, easy-to-understand pitch for the product or service you are advertising. Some say the distinction is that <u>leaflets</u> tend to be made with <u>high-quality materials</u> and are made to <u>outlast flyers</u>.</p>
<p><b>8. Giveaway boxes 贈品盒</b></p> 	<p>They are a form of online marketing management that companies often use with other advertising campaigns, such as social media or search engine advertisements. Funnel pages move users through a series of steps to make a sale or gather their contact information.</p>
<p><b>9. Newspaper advertisement</b></p>	<p>Offering people the chance to win something for free can be an effective way to earn their business. <u>By writing their name and contact information on a paper</u> and slipping it into the box, a customer enters themselves for the prize or special offer.</p>
<p><b>10. Promotional items</b></p> 	<p>The decreasing market share of newspapers can be a benefit for your marketing department, since it may lead to lower prices to place an advertisement. If your sales targets align with the readership of a newspaper, it can provide a higher return on investment.</p>
<p><b>11. Video productions</b></p>	<p>Purchasing <u>large quantities of inexpensive but useful items</u> with your company's name and logo on them such as pens, notepads and <u>stress balls</u>, can be an excellent way to keep your company in the mind of prospective=potential clients.</p>
<p><b>12. Websites</b></p>	<p>It is an important form of marketing material, though the delivery methods have changed in recent years. Creating hubs for your video content allows you to build dedicated viewers and increase the number of views that each video you post receives.</p>
<p><b>13. Window displays</b></p>	<p>A company website provides you with the opportunity to establish your brand and advertise the products or services that you provide. It's also a convenient way to provide contact information for potential customers.</p>
<p><b>14. Yard signs 庭院標誌</b></p>	<p>If your professional location includes public-facing windows, you may choose to place advertisements or other marketing materials in them. A well-composed window display can catch the attention of passers-by</p>



and prompt them to come inside to learn more about your company's products and services.

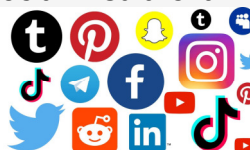
## 15. Stair riser signs



It's important to keep the information on the sign simple and clear so people driving by receive the intended message. Some signs may also include a method for viewers to contact you, such as a website or phone number.

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## 16. Social media channels



They are a great way to brighten up a stairwell, while also enabling pupils to continue learning as they move around the school. The graphics will allow pupils to supplement their learning and improve their automatic recall.

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