

TOP TEN THINGS YOU SHOULD KNOW TO IMPROVE YOUR MARKETING MATERIALS

Welcome!

- Introductions
 - Name
 - Employer
 - Location
 - Ideal place for a summer vacation?



How Can I Help?

- Why are you here?
- Any specific issues to cover?

The Top Ten

1. Goal
2. Audience
3. Message
4. Distribution
5. Copy
6. Layout & Proportion
7. Images
8. Fonts
9. Color
10. Accessibility

1. Goal

What do you want to achieve with your marketing?

- ▣ One primary goal:
 - Ex: Get people to attend your Caregiver Conference

- ▣ Secondary goal:
 - Ex: Share info about your organization

2. Audience

□ Who are you talking to?

▣ Primary Audience

- Age
- Education
- Income
- “Pain points”
- Media sources
- Habits



3. Message

□ What do you want your audience to do?

■ One primary message

■ Clear and concise “Call to Action” (CTA) Ex:

- Call us now
- Register online
- Take our survey



3. Distribution

- **Send your message effectively**
 - Find the best information outlet(s)
 - Newspaper? Radio? Flyer? Social Media? Website?
 - Budget

4. Copy

□ Make the benefit matter

■ It's Not About You:

- Family Caregiver Training You Can Use Right Away
- The ADRC Will Provide Family Caregiver Training

4. Copy-Sample 1

ADRC Dementia Care Specialist

Dementia Care Specialists at the ADRC provide many services including cognitive screening, early-stage support, care planning, and education. They support individuals, families, employers, and communities dealing with the results of dementia illnesses.

4. Copy-Sample 2

Get Support Dealing with Dementia

Individuals, families, employers, and communities can get support for dealing with the results of dementia illnesses at the ADRC. Our Dementia Care Specialists provide many services including cognitive screening, early-stage support, care planning, and education.

4. Copy Tools

- Improve your writing
 - APA style
 - Spell and grammar checks
 - Passive voice checker
 - Proofreading
 - Techniques: read out loud, read backwards, use two people reading aloud to proof numbers
 - Proofing checklist



5. Layout & Proportion

- There's math behind a good layout
 - Grid
 - Scale and Hierarchy
 - “White Space”

5. Layout & Proportion-Grids 1

□ No alignment

The Aging and Disability Resource Center Presents

Family Caregiver Support

How can the Aging and Disability Resource Center help?

Learn about the wealth of resources and information available!



Caregiver Consultations: Meet with the Caregiver Specialist to determine what your greatest needs are and to connect to the resources that will best support you.

Confident Caregiver Workshop Series:

- *Caregiver Boot Camp:* Knowledge is key in providing support, empowerment, and care for someone living with dementia.
- *Family Caregiver Skill Fair:* Learn practical skills with hands-on demonstrations. Guided by health care professionals, caregivers will learn how to provide everyday care for their loved ones.
- *Savvy Caregiver:* This educational series for caregivers of those living with dementia teaches strategies, practical real-world skills, and helps to reduce stress caregiver and the person for whom care is being provided.

Dementia Connections:

- *Alzheimer's/Dementia Caregiver Support Group:* For family caregivers of a person living with dementia.

Powerful Tools for Caregivers:
A six-week evidence based workshop for family caregivers to learn how to care for yourself through stress management, improved communication skills, goal setting and future planning.

Truaita: A free online learning platform for caregivers. Watch video and read articles on a wide variety of caregiving topics at your own convenience and pace!

We Care, Barron County: A group of interested individuals, organizations, and businesses problem-solving our local caregiving challenges.

Questions? Contact Alisa Lammers at alisa.lammers@co.barron.wi.us or 888-538-3031.

Find us on  @ADRCBarron and @ADRCLadysmith



Aging & Disability Resource Center
of Barron and Rusk Counties

01-24

5. Layout & Proportion-Grids 2


□ Alignment

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5. Layout & Proportion-Whitespace

- A place to rest
- Often referred to as negative space, “whitespace” is the portion of a page left unmarked, the portion that is left blank, the “empty” space in a page.

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5. Layout & Proportion-Goal

- Scale and Hierarchy
 - Main message= visual dominance
 - Top to bottom in order of importance

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6. Images

- **Use Images Successfully**
 - ▣ Find and select
 - ▣ Sizing
 - ▣ Cropping

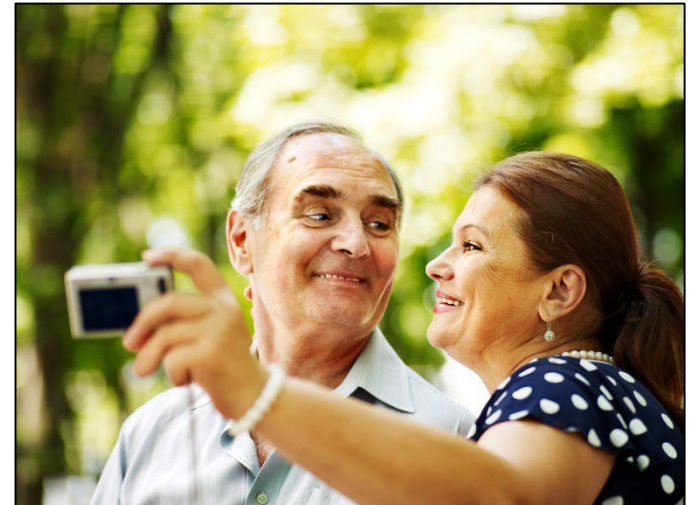
6. Images-Find and select

- ❑ Free and royalty-free
- ❑ Websites
- ❑ Composition



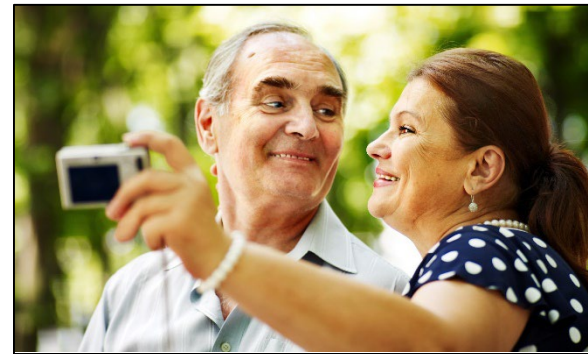
6. Images-Composition

- Which is better? Why?



6. Images-Focus

□ Composition-focus



6. Images-Placing

□ Use Images Successfully

■ Sizing

- Hold Down the Shift Key
- Use Right Click

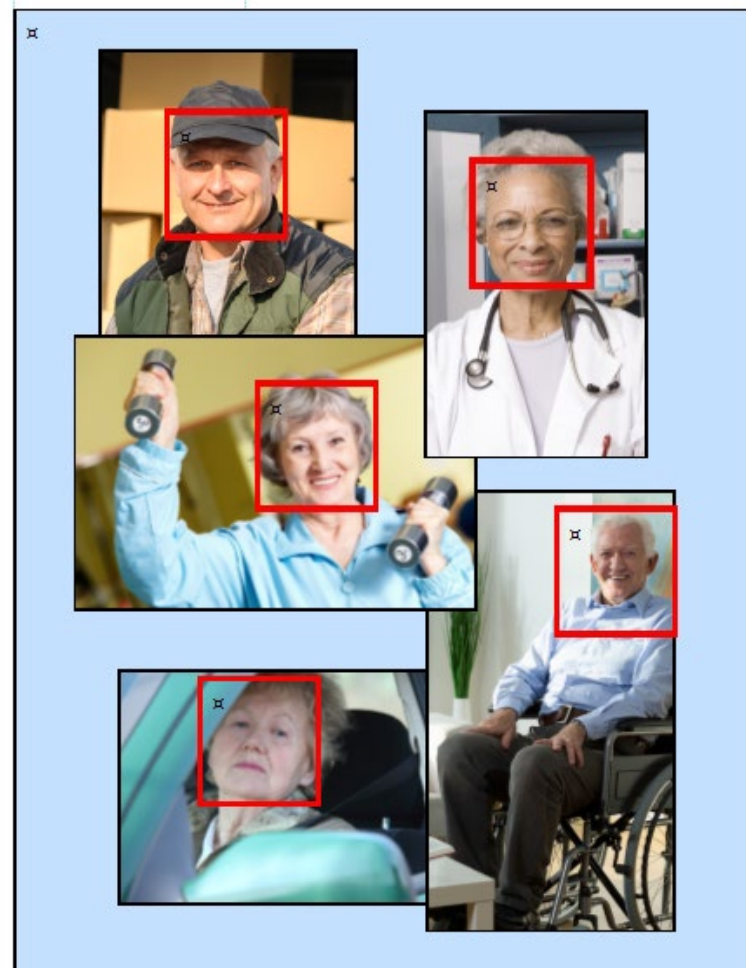
■ Resolution

- Print
- PPT
- Web



6. Images-Balance

□ Faces



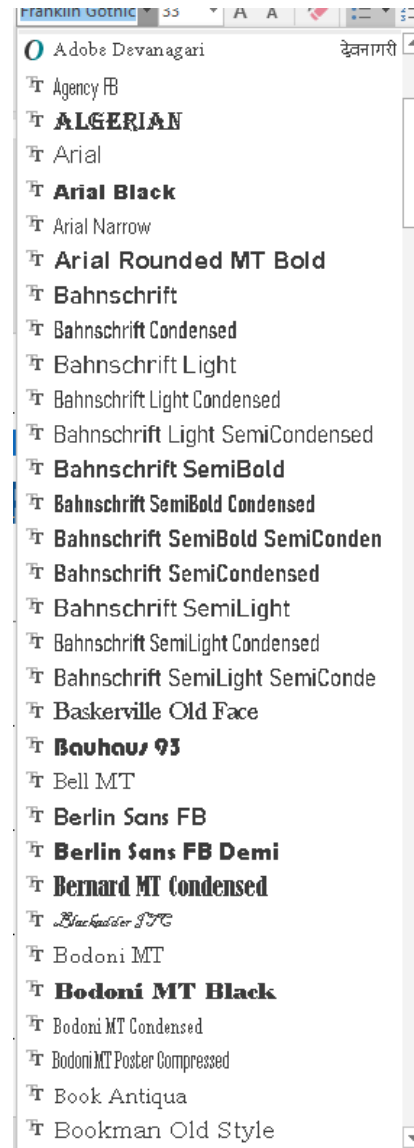
6. Images-Cropping

- Does it add to the story?



7. Fonts

- Make Fonts Work for You
 - ▣ Fonts to use/not to use
 - ▣ Style Sheets



7. Fonts-Use Families

- Two or three font “families”
 - Franklin Gothic Book
 - Franklin Gothic Medium
 - Franklin Gothic Medium Condensed
 - **Franklin Gothic Demi**
 - **Franklin Gothic Demi Condensed**
 - **Franklin Gothic Heavy**

7. Fonts Not to Use

- Keep it simple

Keep it simple

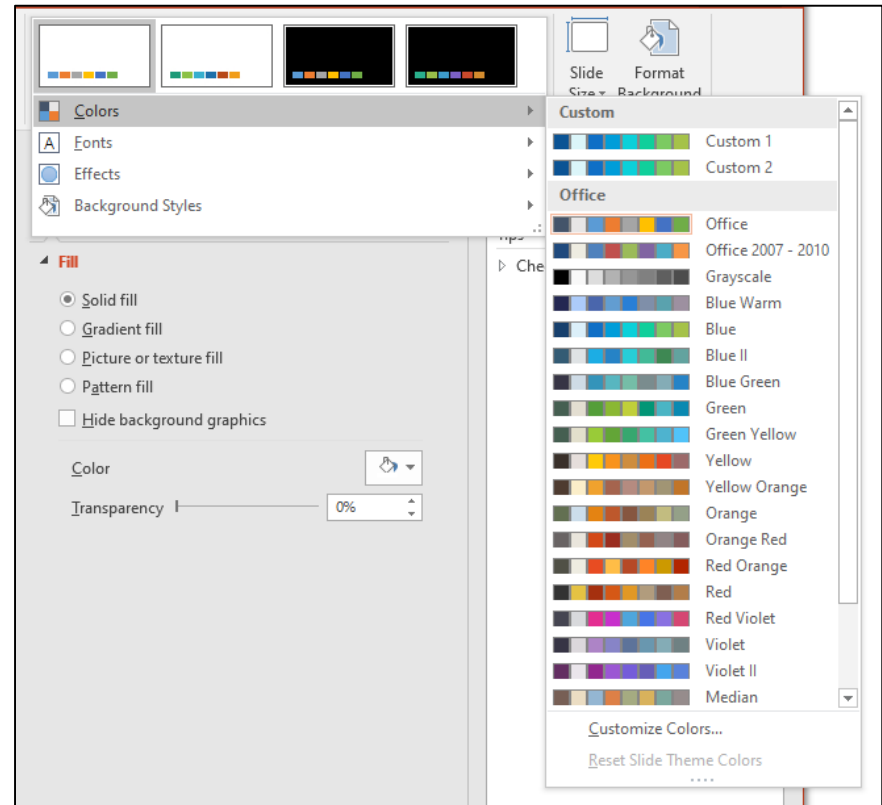
Keep it simple

Keep it simple

Keep it simple

8. Color

- **Selecting color**
 - ▣ **Color themes in software**
- **Media matters**
 - ▣ **Paper types**
 - ▣ **Electronic display**
 - ▣ **Displays**
 - ▣ **Fabric, plastic, etc.**



9. Accessibility

- Making documents and electronic communication information available to everyone

Creating Accessible Information

Making documents and electronic communication information available to everyone

WisTech
Assistive Technology Program

 **WISCONSIN DEPARTMENT**
of **HEALTH SERVICES**

9. Accessibility-Uses

- ❑ Word documents
- ❑ PowerPoint or slideshow presentations
- ❑ Social media
- ❑ Emails
- ❑ Websites
- ❑ Live presentation practices

9. Accessibility-Applications

- ❑ Alternative text and text equivalents
- ❑ Multimedia access
- ❑ Color use and color contrast
- ❑ Plain language
- ❑ Appropriate link text
- ❑ Document structure and templates
- ❑ Reading order and content structure
- ❑ Transitions and animations

Questions?

Thank You!