

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 & Proportion7. Images8. Fonts9. Color10. 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.

> **Trualta**: 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.lamers@co.barron.wi.us or 888-538-3031.



Find us on (?) @ADRCBarron and @ADRCLadysmith 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
- WebsitesComposition

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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





ability Resource Center d Rusk Counties

6. Images-Cropping

Does it add to the story?





Aging & Disability Resource Center of Barron and Rusk Counties

7. Fonts

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

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	Bodoni XI Poster Compressed				
	Book Antiqua				
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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



7. Fonts-Style Sheets

Accessibility

- Consistency
- Easy changes

Healthy Aging Workshops

If you enjoy leading a group of adults as they learn together while improving their health, consider co-facilitating one of our workshops which include:

 Evidence-based workshops: Healthy Living with Diabetes, Living Well with Chronic Conditions, Stepping On, and Powerful Tools for Caregivers. After you are trained, we ask you to co-facilitate a minimum of one workshop per year. Workshops are two or three hours weekly for six or seven consecutive weeks and held in various locations or virtually.



Notes

 Brain health workshops: Boost Your Brain and Memory and Wits Works.
 Help participants maintain and build their brain health. Both workshops have one-hour sessions held in various locations or virtually; Boost Your Brain and Memory is seven consecutive weeks and Wits Works is monthly for a year.

Support Group Facilitator

Create an environment where everyone can participate in a discussion of common experiences, leading the conversation, and arranging speakers as needed.

Policies and Procedures

Background Checks

To help assure the safety of customers, the ADRC has a process in place to conduct background checks for volunteers, as explained on the Volunteer Application.

Boundaries

Customers, volunteers and staff should be aware of and respect volunteer roles and boundaries.

- Program boundaries: If a customer asks you do something out of the
 ordinary (example: shovel their sidewalk, explain letters from Medicare,
 watch or walk their pet, etc.) please ask them to contact the ADRC
 office for additional resources. Accepting additional tasks outside your
 volunteer role is a personal liability for you. If you have questions,
 please do not hesitate contact your ADRC contact.
- Business boundaries:
 - Notify your ADRC contact prior to starting any work you got because of your role as an ADRC volunteer (example: contracting with a Meals on Wheels customer to shovel their sidewalk).

888-538-3031 | 715-537-6225 | adrcconnections.org | adrc@co.barron.wi.us | 😚 @ADRCBarron

Center

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





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!

