Top Ten Things You Should Know to Improve Your Marketing Materials

Marketing Project

1. Goal
2. Audience
3. Message
4. Distribution
5. Copy

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.

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.

ADRC
Aging & Disability Resource Center of Barron and Rusk Counties

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

ADRC Aging & Disability Resource Center of Barron and Rusk Counties

01-24

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01-24

6. Layout & Proportion
7. Images
8. Fonts
9. Color
10. Accessibility

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Web sites for presentation

Goal

blog.hubspot.com/marketing/goals-of-marketing

Audience

- https://www.adobe.com/express/learn/blog/target-audience
- https://www.business.com/articles/identify-your-target-audience
- https://www.dhs.wisconsin.gov/stats/index.htm
- https://www.dhs.wisconsin.gov/aging/demographics.htm

Message

- Clear Communication Index: www.cdc.gov/ccindex/pdf/clear-communication-user-guide.pdf
- https://www.cdc.gov/healthliteracy/developmaterials/guidancestandards.html

Distribution

- Set up social media: https://www.hhs.gov/web/social-media/getting-started/index.html
- https://www.indeed.com/career-advice/career-development/advertising-media

Copy

- https://www.cdc.gov/ccindex/everydaywords/index.html
- www.cdc.gov/nceh/clearwriting/docs/Clear_Writing_Assessment-508.pdf
- Passive voice checker: https://www.grammarly.com/passive-voice-checker
- https://www.grammarly.com
- Proofing checklist: https://www.writersdigest.com/write-better-fiction/copy-editing-proofreading-checklist-writers-need

Layout & Proportion

- https://www.masterclass.com/articles/elements-of-design-explained
- White space: https://www.canva.com/learn/white-space-design
- Design tips: www.canva.com/learn/graphic-design-tips-non-designers

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Images

- My favorite: https://pixabay.com
- List of image sources: https://zapier.com/blog/best-free-stock-photos
- Nice icons, check the license on use: https://thenounproject.com
- Rule of thirds: https://www.interaction-design.org/literature/article/rule-of-thirds-examples#rule_of_thirds_examples-10
- Cropping: https://digital-photography-school.com/tips-cropping-better-composition
- Convert pdf to jpeg: https://www.zamzar.com/convert/pdf-to-jpg

Fonts

- https://fonts.google.com/knowledge/choosing_type/a_checklist_for_choosing_type
- Color converter: https://easyretro.io/tools/rgb-to-cmyk
- Pantone color converter: https://www.coderstool.com/pantone-cmyk
- Select a color theme in Word or Excel: https://support.microsoft.com/en-us/office/change-a-theme-and-make-it-the-default-in-word-or-excel-c846f997-968e-4daa-b2d4-42bd2afef904#:~:text=more%20about%20themes-,Choose%20a%20standard%20color%20theme,the%20color%20set%20you%20want.&text=Tip%3A%20The%20first%20group%20of,colors%20in%20the%20current%20theme.

Accessibility

- www.dhs.wisconsin.gov/wistech/creating-accessible-content.pdf
- Quick cards related to different software: https://www.dhs.wisconsin.gov/library/collection/p-03450
- Contrast checker: https://contrastchecker.com
- https://www.dhs.wisconsin.gov/wistech/information-communication-technology.htm

A few extras

- Good source from software and other training: https://www.linkedin.com/learning/
- Learn about charts:
- https://stephanieevergreen.com/data-visualization-checklist
- https://stephanieevergreen.com/rate-your-visualization

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