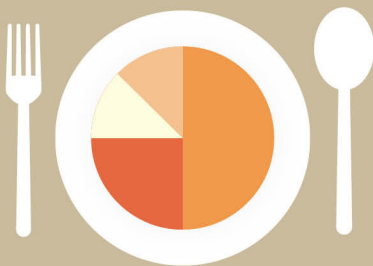




# Marketing & Design Recipes



Guaranteed Fat Free -  
Ideal for every Hungry Business

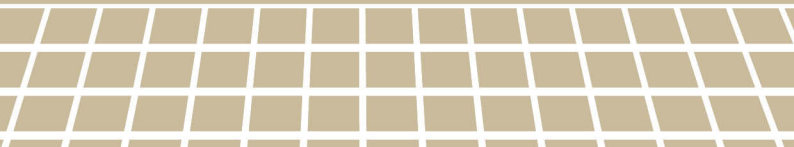


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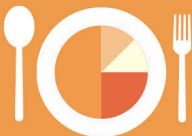
# A quick and easy Business Development Plan

## Ingredients

- A piece of paper and a pen
- Optional glass of wine
- Allow about 1 hour for thinking
- Include others who are involved with your business

## Method

1. Take a pen and write down one business development objective – like increase sales by 30% over the next 6 months
2. Write down the top 5 individuals or groups of individuals that will have the biggest influence on achieving the objective
3. Under each of those identified, write down what influence they will have
4. Think about what they need to believe, in order to have that influence
5. Craft appropriate messages that they need to hear from your business
6. And then work out the best combination of media to use to get the messages out
7. You then have a very effective plan





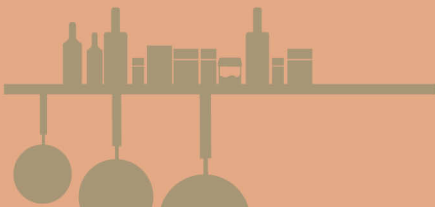
# Branding without Tears

## Ingredients

- Have a good understanding of your key customers
- Consider your current brand identity
- Work out what you need your business to achieve in the medium term
- Allow time and budget to develop the right solution

## Method

1. Recognise the importance of how the branding strategy you use impacts on your business, and invest time and resources to get it right
2. Review competitors and other companies in your market sector
3. Recognise you may not be the best judge of what looks good
4. Think about where you want the brand to be in 5 years' time
5. Work with a professional graphic designer with experience of both B2B and B2C marketing
6. Make sure that all solutions work across all media in different sizes and colours





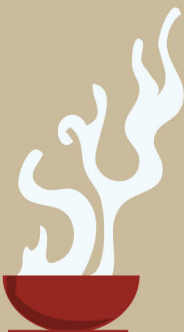
# Hot Headlines for all Occasions

## Ingredients

- A copy of the publication or screen grab
- Good quality images
- A good understanding of your product or service
- An even better understanding of why people use your product or service
- The ability to leave your ego at home

## Method

1. If you find yourself tempted to put your company name as the headline, STOP and hit yourself with any hard object close at hand
2. The headline should identify the key pain that your product or service takes away
3. Ideally your headline should identify the target audience in some way
4. Make sure that the headline can stand alone and be easily understood within 4 seconds
5. If you are still tempted to put your company name as the headline, you need to hit yourself harder!
6. Once you have a headline or two, check them out with customers and others close to your business





# Sizzling Sales Sheets

## Ingredients

- A great product or service
- Very high quality images or photographs that, if possible, have people in them
- All the relevant authorised logos from trade and consumer bodies
- Well-structured copy that does more than list facts
- A very clear call to action and an offer if appropriate

## Method

1. Design and produce sales media appropriate to the intended use. It could be to support mailshots, or used in sales presenters and always consider the potential to offer as downloads from your website
2. Identify the real and perceived problems your product or service overcomes and use engaging copy and design to create a dialogue with your prospect or customer
3. Recognise we live in a visual world – always use high quality images and a design that supports the service or product proposition
4. Always make it easy to update each sales sheet





# Landing Pages you can Taste

## Ingredients

- Inspirational design
- Engaging copy that has the right keyword density
- Solid coding throughout the landing page and the whole site

## Method

1. This is an essential dish for every hungry business and you should try and use the very best ingredients
2. Do not use copy that went into an old brochure or get a friend of a friend to do it for free!
3. The landing page on your website needs careful attention and lots of TLC
4. If you invest the appropriate time and budget, it will repay you for years to come
5. Take a look at your current landing page and ask yourself two questions – why should I read it, and do I want to find out more?





# Banners that really go Pop

## Ingredients

- A clear and appropriate set of messages
- A designer who knows more than a bit about banners and large format graphics
- High quality images
- A good quality banner system where the graphic won't curl and the hardware won't fall apart after using it 3 times

## Method

1. Choose a banner and banner system that suits the venue and audience
2. Make sure just one banner is enough. As usually two banners give you more options to frame presentations and give a more balanced image
3. Keep it short and direct
4. Always include contact details
5. Use the size of the banner to get the most from the images – consider one large image
6. Before you use any banner always make sure you know how it works!!





Simply Great Copy Ltd

Chris works with business owners who need to communicate effectively with customers, prospects and other key influences. He has over 30 years' experience and specialises in developing marketing communications plans based on an innovative planning process that gives clients a practical insight into their current and future communications needs.

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