



# Marketing

---

TOOLS

# Nancy Maxwell

---



Vice President of the Black Chamber of Commerce of Southern Illinois

[bccsishopblk618@gmail.com](mailto:bccsishopblk618@gmail.com)

Executive Director of Carbondale United

[carbondaleunited15@gmail.com](mailto:carbondaleunited15@gmail.com)

618-306-5885

# Welcome

---

Introduction

Flyers are one-sheet advertisement that is presented by a business for promoting their products or services. A flyer is exceptionally beneficial in gaining the attention of the audience. It helps to explain a business's strong point, promote trade, and express all products and services details.

# Here are 5 of the most important items when creating a flyer

---



:



1) A Clear, Concise Goal or Purpose.



2) A Popping Headline.



3) Content: An Overall Motivating Message.



4) Graphics or Pictures.



5) Your Contact Information or Location.

# A Clear, Concise Goal or Purpose

---



Without a clear purpose, your flyer will just be another piece of paper that people throw away. Make sure to include what you want people to do after they read your flyer (the perfect CTA!).

Your goals are important because they convert visions into clear-cut measurable targets. So, start by asking yourself these questions; What are you hoping to achieve with this flyer? Do you want to promote a special sale or event? Get more customers through the door? Announce a new product or service? Once you know what you want to accomplish, you can begin planning your flyer design accordingly.

# A Popping Headline

The headline of your business flyer is arguably the most important element - it's what will first catch the reader's eye and determine whether they'll keep reading or not. So make sure it's catchy, relevant, and conveys the main message of your flyer.

Additional advice: Keep the headline short, sweet and to the point. The more words, the less likely people will be able to read them. An interesting message will surely grab the attention of those who are just scanning headlines!

Amazing Sun Rise  
&  
Exit Realty New BeginningZ  
Presents

**PICK UP**  
**Jackson  
County**

*Come  
Join Us  
For  
Kick Off!*

**MONDAY, July 10, 2023**  
**@ 10AM**

**Clean Up Month 7/10-8/10, 2023**

**#PICKUPJacksonCounty**

For More Information  
**T.C. Mueller (618) 527-4663**  
**AmazingSunRise.org**

# Content: An Overall Motivating Message

---



Your content should be persuasive and motivate people to take action. Give them an understanding of why your product or service is the best solution for their needs.

Here is what you need to include in the message: What are you selling or providing? What is your product or service for? What makes your product or service important for them? What will motivate people to take action? Whether it's a great deal, a unique feature, or something else entirely, make sure this is front and center in your flyer content.

# Graphics or Pictures

---

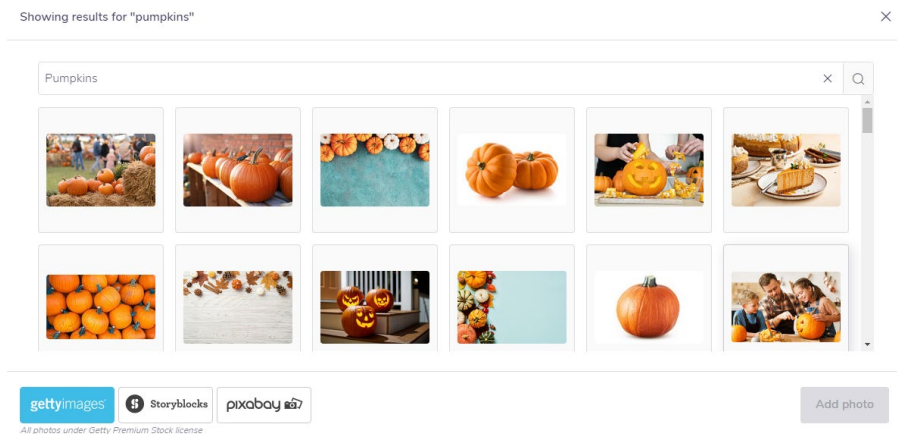
A picture is worth a thousand words, so they say - and in the case of business flyers, this couldn't be more true.

Use graphics or images to help convey your message and make your flyer more visually appealing. Just make sure they're high quality and relevant to your topic.





# Finding Graphics or Pictures

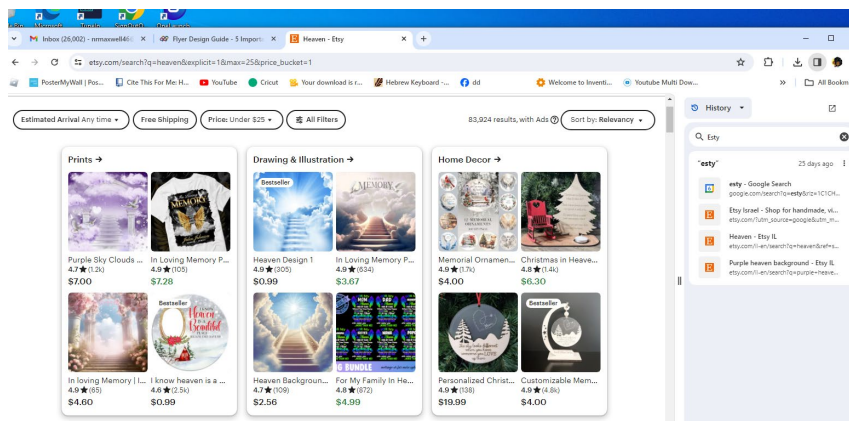


Where do you find graphics that you can utilize for your flyer ?

Inside the program you are using to create the flyer

You can also google different images online – But you must be careful of copyright infringement

Also, images can be purchased online at different sites such as Esty for as little as \$1.00



# Your Contact Information or Location

Last but not least, don't forget to include your contact information or location on your business flyer! This way, people will know how to get in touch with you or find your store if they're interested in what you're offering.

If you can make sure your flyer has all of these elements, you'll be well on your way to creating something that will get noticed and generate results.



# In a Nutshell

- ❖ Flyers are inexpensive
- ❖ Flyers can be easily produced
- ❖ Flyers give your business a physical presence
- ❖ Flyers are perfect for store opening
- ❖ Flyers make great canvases
- ❖ Flyers are very useful in events
- ❖ Flyers can reach out to more people
- ❖ Businesses should take advantage of flyers to spread awareness !



# Create a Flyer

This a template I chose from Poster My Wall. I will change this flyer to make in my own in a matter of minutes .

Please note I can change the

- Size of the design
- Font type and color
- Change the Pictures and Words
- I can make it a still picture or a moving video



# Finished Product

I added my Information to the flyer

Changed the font from all lowercase and added caps to the words I wanted capitalized

It took me about five minutes, and I have quality flyer with

Clear concise goal or message

Popping headline

Great inviting picture

A motivating message

The location, contact information and time of the event are all included on the flyer



**LET'S GET FESTIVE!**  
**2023**

*Carbondale United invites you to come and join us for*  
**FRIENDSGIVING**

*Tuesday, November 21 • Five o'clock in the evening*

**Carbondale United | 309 E Jackson St**

*Rsvp to Jessica before 11.20.2023 • 618.967.9993*

*~Bring a dish  
to share...*

*& We will see  
you there!~*

# Poster My Wall Tutorial

---

<https://www.postermywall.com/index.php/posters/gallery>

<https://gradient.postermywall.com/category/tutorials/advanceddesigning/>

**Ways To Market  
Your Business  
Using Canva**

**Marketing**



# INTRODUCTION

**Yemisi Anderson**

Advisor, Illinois SBDC at SIU





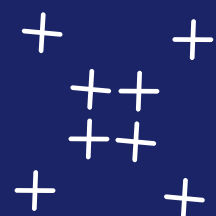
# STEP 1

Have a plan!



# STEP 2

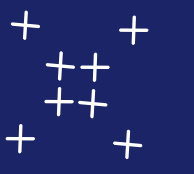
Know Your Audience



**BUILD  
YOUR  
BRAND**

# STEP 3

Build Your Brand





CONSISTENCY  
IS THE KEY!

# STEP 4

Have a consistant look





# STEP 5

Make Technology Work for You





**POSSIBLE**

**You can create great designs  
with limited experience!**



# **NEED ADDITIONAL HELP?**

Schedule a no-cost appointment today by calling the  
Illinois SBDC at SIU **(618) 536-2424**