

Flyers provide a great way to promote special events and reach a target audience who ARE NOT on Social Media

# TEN TIPS TO MAKE YOUR NEXT FLYER STAND OUT

- 1. Logo and branding**  
Ensure you use your company logo and a consistent colour palette for branding purposes. These elements have the power to increase brand recognition by up to 80%.
- 2. Make it different**  
Use elements such as headlines, original images and text to create interest in your flyer and your company.
- 3. Details, details and more or less detail**  
Make a list of the information that MUST be included and tick it off as you go. There's no point sending out a flyer that is missing vital information. Keep in mind the purpose of your flyer when making your list.
- 4. Think about your audience**  
Just as your flyer has a purpose ... it also has an audience. Think about your audience when designing or developing content.
- 5. Speak directly to the people**  
Personalise your content and speak directly to your audience by using "you" and "your" throughout your flyer.
- 6. Punctuate and use spacing**  
Use well-structured sentences with punctuation, headings and sub-headings to make your content easy to read.
- 7. White Space**  
Consider white space as a clever design feature and way to direct the eye rather than a space that needs to be filled.
- 8. Choose your title**  
Often your flyer has only 4 seconds to impress ... hence your title needs to convey exactly what the flyer is about to create immediate interest.
- 9. Call to action**  
All flyers and advertising need a "call to action" ... call us, email us, get in touch or visit our website. These are call to actions which prompt the audience to act!!
- 10. Look professional**  
A professionally designed flyer or leaflet makes you and your company look professional. It also makes your audience feel special due to the steps and time taken to prepare the flyer.

For more information please get in touch

