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## Put Your Ass(ets) To Work



In the event you've spent time and money producing valuable literature for your company, now you need to put your asset to work and recoup your investment. If you're like most companies however, the problem is that you don't know how to fully utilize your marketing material.

**E**ven the best brochure is basically useless if it sits untouched in your warehouse. Your goal is to get your literature into your perspective customer's hands. The longer you wait to distribute it, the longer it will take to close a sale. Your opportunity cost of hoarding your brochures will be much greater than if you distribute them and reprint more as needed. Consider these 10 marketing strategies to effectively give out your literature:

**1. Mail it** - Build a targeted mailing list and send it to these individuals on a regular basis. The more you communicate with the same customers, the more likely they are to respond. Your best list includes current customers, referrals and people who you've contacted before. Don't forget builders, architects and interior designers. Note however, you **SHOULD NOT** use the same brochure for different target markets, e.g. end-customers vs. builders. Your message to each market is different. You'll need targeted literature that explains the benefits to each specific customer. Also, with respect to direct mail campaigns, keep your expectations realistic. Direct mail response rate is typically 0.5% - 2%, which is based on the quality of your list. However, just one sale will make your direct mail campaign pay off.

**2. Put brochures on the back of your trucks** -This new trend that has proved successful over recent times. Simply purchase a plastic box with a lid you can latch shut. Attach the box onto your truck and fill it with brochures. Put a decal next to the box that says "Take a brochure." With that said, to attract attention, you'll need some vehicle signage, such as a wrap, decal or door magnet. Vehicle signage works day and night and should be a part of your integrated marketing campaign.

**3. Stash marketing material in your trucks** - Installers should never go out empty-handed. Brochures should be a part of your equipment list as installers interact with customers all day long. They should always have marketing resources available to distribute with asked by a potential customer. Don't forget to refill the box mounted outside your truck. Oftentimes installers are the "Face of your company".

**4. Put your brochures on your front doors outside your showroom** – Mount the same type of latch box onto the front door of your showroom. Oftentimes people will stop by your showroom when no one is available to assist them. There's no reason why someone should leave your showroom without proper information. Don't let a potential customer walk away without your contact information and a description of your services. By offering potential customers your brochure, you'll be telling them you're organized and professional. In addition, your brochure should direct them to your website or instruct to call you for more information. Since you don't know who these people are, make it easy for them to take the next step.

**5. Include literature in your proposals** – By this stage, potential customers probably have your brochure. However, that should not deter you from including company literature into your proposals, which should be nicely packaged in a professionally designed literature folder. Your brochure, filled with lifestyle images, will remind customers why their spending lots of money on you. In addition, your potential customer will now have a second brochure that they can give to others as a referral.

**6. Make your brochure available on your website** – Your website should be professionally-designed, informative and interactive. By offering a download link to acquire your company brochure, potential customers are able to easily receive information that they can share with other decision-makers. A low-resolution electronic file that can be used as a downloadable file shouldn't cost you any more than the brochure itself. Make sure you receive at least a low resolution file when you purchase your marketing material.

**7. Include download links in your e-newsletters** – Just like your website, your e-newsletters should include a download link to your company brochure. Again, once you have this electronic file, there is no additional cost to make it available to everyone on your e-mail list. If your brochure is hosted on your website, you can simply add a link to your e-newsletter. Your e-newsletter and website should be tied together.

**8. Put your brochures in partner showroom** – Be it an architect, interior designer or any other partner, make arrangements with them to distribute your literature. Position your company brochure as a valuable marketing asset to facilitate sales. Offer Point of Purchase Displays or posters to generate interest among their customers, making it easy for your partners to get started talking about your electronic solutions.

**9. Distribute marketing material at events** - Never attend any event without your literature. This includes your local Chamber of Commerce meetings, trade events that you exhibit at, such as the local BIA (Building Industry Association), an event in your showroom, etc. This is your time to get information into potential customer's hands. They are expecting to walk away with material. If they don't want to carry it, get their addresses and mail it to them with a personalized letter, which should be on professional company stationery.

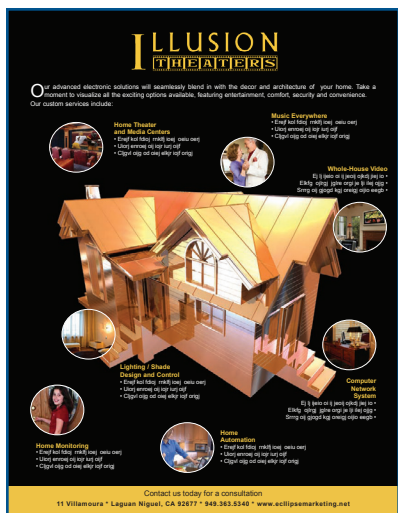
**10. Give everyone in your company copies of your brochure** – Everyone in your company is a possible salesperson, no matter if it's your receptionist, your office manager, installers, programmers, accountants, etc. Everyone should have brochures easily assessable to him or her at all times. Every employee should have a few copies stored in their desk and at their home in the event they tell someone about their job.

This white paper is provided courtesy of Leslie Stevens, President of Eclipse Marketing, a full-service marketing and PR firm, has over 15 years experience providing marketing strategies and marketing tools to small, medium and large technology companies.

Eclipse Marketing provides affordable, pre-designed and modifiable Marketing Tools to members of CEDIA, InfoComm, PARA and TechHome.

**Visit Eclipse Marketing at [www.eclipsemarketing.net](http://www.eclipsemarketing.net)**

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Sample spec sheet

Eclipse Marketing is a full service marketing and public relations firm servicing the residential and commercial audio/video and security industry. Eclipse Marketing provides electronic system contractors, installers, dealers, consultants, rental & staging, manufactures and distributors with professionally designed and affordable marketing material.