# *How To Ensure That Your Brochures Or Flyers Are Effective?*

Brochures or flyers can help your business in getting a lot of publicity. They can help in making your products or services poplar. However, you have to make sure that they are created in such a manner that they are effective. Here are a few tips that will help in ensuring that the brochures or flyers are effective:

**1. Use headings, bulleted lists, tables and images**

You will need to simplify what is written on the brochure. No one would want to read a lot of information contained in a small sheet of paper! So, to make it easier to read, use titles and bulleted lists. You can also make use of graphics and images, but the images have to be good and in high resolution. Choose images that are attractive, because the reader's attention will be drawn more by images than by plain text. This also captures the reader's attention especially to the most important points of the brochure.

**2. Include a "call to action"**

Including a "call to action" will ensure that the customers act on the suggestions or offers given in the leaflets. For example, if you are advertising any new product or service, you should encourage the readers to visit your shop, showroom or website and get more information about the same. The leaflets should drive the readers to know more about your business.

**3. Use eye-catching designs**

For whatever purpose your brochures will be used, always make sure that the designs are eye catching. Use your creativity to achieve this. Customers will certainly want to read your brochure, if they find it interesting. So, be sure to use eye-catching designs.

**4. Design an interesting cover**

The cover is an important aspect in the design of a brochure. It attracts and welcomes the customer giving a first impression of your business. So, you should use but concise words and images which are "vibrant" and will help in creating a positive image of you business. Remember that the cover is the first thing a customer will notice. So, make it attractive so that customers will want to pick it up and read it.

**5. Use the correct paper type**

The design of the brochure will be useless if you do not use good quality paper for printing it. There are many types of paper that you can choose. The glossy papers will add greater appeal to the brochure, while the use of a thicker or heavy paper will send the client a message about the professionalism of your company.

**6. Implement what you promise**

Only a great design alone cannot make your brochure of flyer marketing campaigns successful. You will need to ensure that you deliver what you promise through these marketing tools. For example, if you advertise that your business will offer a certain amount of discount for a given period of time, the customers should be able to avail of the same discount when they visit your store after reading the flyers. They should not feel that the information provided to them is wrong or misleading.

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