



Newer, Fresher, Better: Tips for Adaptable Marketing

"New" may be the most popular word in marketing. In order to convey that your product or service is cutting edge, your marketing must certainly be current, too. But change is inevitable. Planning upfront for adaptability means greater payoff and effectiveness over its life, and does not need to impact your costs and timeline.

Adaptable materials make it easier and easier to bring big goals home within tight timelines, enabling you to reach more markets, faster and with shorter sales cycles. Fortunately, "little things mean a lot" when it comes to adaptability.

Based on over twenty years of experience, our five principles below add little, if anything, to your initial costs, save significant dollars in ongoing costs, drive down total cost and enable more targeted marketing.

Each principle includes tips for applying, particularly for mid-size organizations with dynamic offerings and/or many partners or channels.

FIVE KEY PRINCIPLES ▶

Why worry about change before it happens? By preparing for change generally, you can respond better to change specifically.

Call us to understand more about how these tips lower overall costs.

PLS

252 Plymouth Ave. South
Rochester, NY 14608
585.256.1640

www.launchsolutions.com

1 Design for the broadest usability

- Avoid logos and graphics in shapes that are hard to reuse, like triangles
- Choose layouts that work for various media
- Choose colors that print distinctively, even in black and white
- Stick to standard fonts

2 Create actionable content in multiple layers of depth

- Incorporate links within electronic versions of hard-copy content
- Integrate optional mini-cds with hard-copy content
- Build interactivity and credibility with self-assessment or ROI tools
- Accommodate "readers" and "skimmers" with charts and diagrams

3 Master practical approaches for just-in-time production

- Choose smaller runs of digital prints to save time and cut waste
- Use high quality suppliers
- Create libraries of documents and materials for easy reuse
- Keep your electronic options open, avoiding tri-fold brochures and the like

4 Reach out to readers wherever (and whoever) they are

- Add resources section to your website (download print versions, view electronic ones)
- Use audio, e.g. sound tracks to presentations, pod-casts
- Tweak content for new applications, new sales channels, new markets or new audiences
- Stick to word counts to reuse layouts

5 Stay relevant and integrated

- Regularly review deliverables from a customer perspective
- Change headlines to match changing emphasis
- Update specifications and refine key messages as you receive customer feedback
- Refresh colors for different attention-getting look
- Add sidebars with case study or analysis data
- Regularly check materials at high level for big picture consistency