

The VCR of YouTube

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25 years ago a friend told me something I'll never forget, "the VCR didn't replace the movie theater. People still like to go somewhere and sit with the tribe to hear the story being told."

Twitter, Facebook, Digg, YouTube, blogging and LinkedIn—the new mediums of communication. New, exciting, sexy and sometimes even effective. Everybody's doing it and you should too. Just press "send" and sit back. Right?

Maybe.

An overall marketing plan is just that—a plan. Marketing plans today take into account both the online and offline methods. Whatever your plan, don't forget the one marketing staple of our business: the one page flyer. A flyer may be the VCR of the new mediums, but nothing can replace the on-site convenience of the flyer box, the instant connection of the crisp feel of paper, and all of the attention that is captured by the reader once it's in their hand. Done correctly, few advertising mediums will deliver the results possible with a great one page flyer.

Here are 4 things to remember about the architecture of your flyers:

1. Begin with Purpose

I often ask audiences in my seminars this question: "What is its purpose of the flyer?" The common answer is "selling the property". No, this is not the purpose. The purpose of the marketing flyer is to get the prospect to follow a specific call to action. The call to action is the specific step you want the reader to take: make a phone call, send an e-mail, visit a website, whatever you want them to do.

2. Good Color, Bad Color

Colors are important to the overall feel of your flyer. But bad colors can hurt you more than you might think. Research has shown over the years that there are 3 main good and 3 main bad colors. These are the colors and the subconscious feelings and meanings they create:

Good Colors:

Grey—a smooth, calm business environment.

Blue—success. There is a reason "Big Blue" chose it's color. It works!

Forest Green—money and a sense of success.

Bad Colors:

Red—anger or danger. Stop sign!

Black—emptiness and despair

Purple—death

3. Follow A.I.D.A.

Direct marketers know that any direct marketing piece should contain 4 steps in a progression: Attention, Interest, Desire, Action.

Attention: What is the best "benefit" of the offering? Is it the price? The location? The view? In other words, why should the reader choose your property compared to all of the alternatives?

Interest: Now that you've got their attention, grab their interest. A few sentences of text with "punch" or a grabbing photo are the best way to do this. Keep them engaged. This is the portion of the flyer where you are satisfying the "information gatherers".

Desire: Now that they have the information, touch the heart strings. Point out the “feeling” parts of your offering. How the family will feel about living there, how the prospects clients will perceive the prestige of the new office space, talk about the side open spaces of the land offering, whatever it is.

Action: This is the “call to action”. This is where you tell your prospect to do something. What do you want them to do? Call you? Visit a website? Fill out a reply card? Whatever it is, make the action step, bold, simple and easy. Done correctly, at this point the reader should want to take the action step immediately.

4. Read the Z

As professional graphics people will tell you, the reader’s eye wanders in a “Z” pattern from upper left to lower right. Everyone reads a flyer like a “Z”. Attention upper left, interest upper right through the body, desire lower left, action lower right.

Homework

Now that you have the 4 basic building blocks of a good flyer, go into the market and look at other flyers. Grade them on these 4 elements. This is the best way to learn more about your own flyers. Then send a tweet to your linkedin contacts about this article being posted on your new blog.

Or just wait for it on VHS.