



Checklist 30 - Offline Advertising

Project Name: _____

Date: _____

Although online advertising seems to have taken over due to the fact that you can target your perfect customers so specifically and have your ads show up only on certain devices to people of a certain age, living in a certain area of the world, working a particular job and earning a certain amount of money and returning home to a wife or family and so on... Offline advertising is still very powerful and often ignored. Remember one of the best and most effective forms of advertising is word of mouth and connecting with people in person.

Imagine someone seeing your ad online or attending a trade show and meeting you in person. When someone meets you in person they can ask questions, find out more information and really get a feel for your passion in what you're promoting and build trust with you.

- | | Yes | No |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 This is when they may not make a purchasing decision right there and then although many do but this is a perfect time to provide them with some way of connecting with you once they've had time to think about it. So, rather than just letting them leave empty handed then provide them with your business card, or a flyer which they can take home with them and use the contact details on it to get in touch later. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 You may even want to give them an incentive to get in touch with you soon by providing them with a discount voucher or coupon which is valid for a limited time | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 You might also want to display posters advertising your product, business or services in an area that people go with similar interests such as a leisure centre or a convenience store. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Whatever you need to design and create you can do this without complicated or expensive software You can create a number of different offline marketing resources such as;
<i>Business cards</i> | | |

Notes



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Flyers
Posters
Vouchers
Coupons
Labels
Gift Certificates
Product Tags
Cards and Postcards
Invitations
And more... All using Canva

Notes