



How to make your
Marketing
more Effective

10 things you can easily do
to make your marketing
material more effective

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In today's fast-paced world, capturing the attention of your target audience with effective marketing material is more crucial than ever. However, there are common pitfalls that can hinder your success. In this guide of 10 things you can easily do to make your marketing material more effective, we will explore ten easily implementable strategies that can significantly enhance the effectiveness of your marketing materials. We've included visuals to show you what a difference each one can make.

By following these tips, you can ensure that your message resonates with your audience, drives engagement and ultimately leads to better results.



Reduce the word count

One of the most effective strategies in marketing material design is to avoid overwhelming your audience with excessive text. Lengthy walls of text can be a bit too much and might disengage your readers. Instead, harness the engaging power of visuals and graphical representations to convey your message swiftly and effectively. Images offer greater descriptive depth, visual appeal and can grab attention more effectively than paragraphs of text. Since most people have a preference for visual content, incorporating captivating visuals into your marketing material can truly elevate your ability to communicate your message in an engaging and memorable way.

To avoid the pitfalls of too many words, focus on creating a visual hierarchy in your design. Prioritise the use of images, infographics, or charts to convey information whenever possible. Use concise and impactful headlines and subheadings to guide the reader through the content. Break up text into smaller, digestible chunks and use bullet points or numbered lists to emphasise key points. By minimising text and maximising visual elements, you can create marketing material that are more engaging and visually appealing.

Create visual impact and interest within your layout, prioritising images (icons, infographics), so that the material is more engaging.



City snapshot

The City of Whittlesea is located in Melbourne's northern suburbs, about 20 kilometres from the city centre. It is one of Melbourne's largest municipalities, covering a land area of approximately 490 square kilometres. It welcomes more than 7,000 new residents every year.



The majority of the City of Whittlesea population live in urban areas. This is split across the major established suburbs of Bundoora, Epping, Lalor, Mill Park and Thomastown; establishing areas of Mernda, Doreen, South Morang and Epping North; and the future growth precincts of Wollert, Donnybrook, Woodstock and Whittlesea township and surrounds.

The rural areas of the municipality, making up just over 60 per cent of the city's landscape, are characterised by farming, forested areas and historic township communities including Whittlesea.

The Wurundjeri Willum people were the original inhabitants of the area and are the traditional owners of this land.

The City of Whittlesea has experienced a remarkable surge in population growth, which has had a profound impact on the city and its residents. In 2018, the total population reached an impressive 223,566, with a significant 3.8 per cent growth rate observed in the year 2017-18.

The median age of the population in the City of Whittlesea is 34 years, hinting at a relatively young and dynamic populace. This youthful demographic brings unique opportunities and challenges for the city.

In terms of age distribution, approximately 27.2 per cent of the population falls within the age group of 0-19 years, indicating a significant number of young individuals. Additionally, 16.3 per cent of the population is aged over 60 years, highlighting the presence of a sizeable senior population.

The gender distribution within the City of Whittlesea shows a relatively balanced representation. Males account for 49.4 per cent of the population, while females make up 50.6 per cent of the total population.

This gender parity is a reflection of the city's commitment to inclusivity and diversity. It creates a balanced social environment and lays a foundation for equal opportunities for both males and females.

As for housing, the majority of residents in the City of Whittlesea, 82.9 per cent to be exact, live in detached houses.

This highlights a preference for spacious accommodation and a suburban lifestyle within the community.

When it comes to household composition, 42.3 per cent of households consist of couples with children. This statistic showcases the city's appeal to families, indicating a family-friendly environment and amenities suitable for raising children. Additionally, 21.6 per cent of households are couples without children, reflecting a diverse range of residents and catering to different stages of life.

The population growth experienced in the City of Whittlesea has triggered several significant implications across various sectors. Infrastructure development has become crucial to accommodate the expanding population, ensuring access to housing, transportation, and public services.

The cultural diversity shown in the statistics of 35.5 per cent of residents were born overseas, 44.1 per cent of residents speak

▲ DON'T DO THIS



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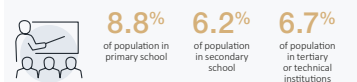
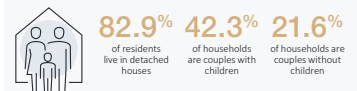
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TRY THIS INSTEAD ▼



CITY OF WHITTLESEA AT A GLANCE "... a culturally diverse community"



Improve readability

Another essential element of effective design is enhancing readability. When your design is reader-friendly, your message can effectively connect with your audience. Readability can be influenced by various factors. To begin with, consider the length of your text lines. Lengthy lines of text can make it difficult for readers to follow smoothly from one line to the next. It's ideal to limit line lengths to around 50 characters for optimal readability.

A further crucial aspect is line spacing. If your text lines are too close together or overlap, it can overwhelm the reader visually and hinder their engagement. Ensure adequate spacing between lines to improve readability and make your content more inviting. Lastly, consider the contrast between text and background. Placing text on a complex or busy background can impede readability. Opt for contrasting colours to ensure that the text stands out clearly and can be easily read.

To enhance readability, collaborate with a skilled graphic designer well-versed in typography and layout design. They can assist you in selecting appropriate fonts, adjusting line lengths and spacing, and ensuring the right text-background contrast. By giving priority to readability, you can make your marketing material more accessible and impactful.

Use text formatting that suits the subject matter. Improve readability by using appropriate text line spacing and letter spacing. When using images, ensure that they do not interfere with the legibility of the text.



Preface

Readers of this volume may be interested to peruse:-

College milestones:

This third volume of commences with pride and optimism. This is something that has remained unabated and can be seen as keenly in the speeches of the 1990's as in the speeches of the 2010's. 2012 sees the first reference to Educational Enterprise and 2014 is a year of significant celebration and thanksgiving centering on our 50th anniversary Golden Jubilee.

International events:

The decade opens with a focus on the National Apology of 2010 and indigenous recognition and reconciliation. The Canonisation of St Mary of the Cross MacKillop in the same year focussed our attention on Rome, as did the election of a South American, Jorge Bergoglio, as Pope Francis in 2013.

The use of vivid imagery

features in the first five years of the decade. Speeches contained in this decade vary in tone – some reflective and sombre, others celebratory, jubilant and light hearted. They recall and recount, define, explain and entreat.

A call to live out our mission

as a diverse, multi-cultural Catholic community was most evident when we celebrated 'Our School of Many Colors.' This being such a significant hallmark of our identity, every member of the community felt included in the 2019 year.

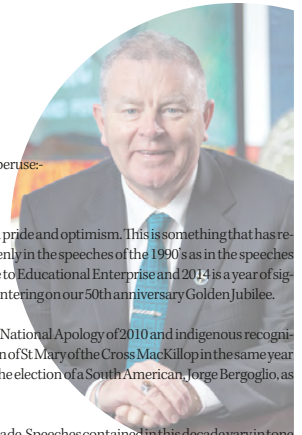
Signs of the times:

As the Principal delivered the first College Assembly Address in Term 1, 2020 we did not know that our world and our ability to gather together as a College community would be dramatically and abruptly changed by the advent of the COVID-19 Coronavirus pandemic, prompting a pre-recorded Term 2 College Assembly Address to be screened in classrooms. Regardless of the change in setting and medium, the Monican features of faith, hope, prayer and perseverance shine through.

We give thanks for the leadership, vision and inspiration of Mr Brian Hanley as Principal of the St Monicas's College, Epping. As the fourth decade beckons and the tradition of College Assemblies continues, may Monicans of future generations read and enjoy these speeches...

'He is the best orator who... teaches and delights, and moves the minds of his hearers.'

Cicero 106-43 BC



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Focus – Introduce a hierarchy of elements

A fundamental strategy in making your marketing material more effective is the establishment of a clear hierarchy in organising elements. Hierarchy involves structuring elements visually to convey their importance and direct the viewer's attention. When elements lack a well-defined hierarchy, the design can become cluttered and perplexing, resulting in a diminished impact and reduced message clarity.

To introduce a hierarchy of elements, begin by identifying the central message or focal point of your design. This element should stand out prominently, immediately capturing the viewer's attention.

Utilise techniques such as colour, scale, or typography to emphasise and distinguish essential elements from supporting ones. Through strategic arrangement and prioritisation of elements based on their significance, you ensure that your marketing material efficiently convey your message and guide viewers through the content in a logical and engaging manner.

Collaborating with a skilled graphic designer can be immensely beneficial in establishing a clear hierarchy in your design. They possess the expertise to manipulate visual elements and craft a visually balanced and impactful layout. By applying design principles, they can assist you in arranging elements effectively, resulting in marketing material that deliver a compelling and coherent message.



How you can put the toolkit into action

The following three sections will inform and support your next steps:

Delivering patient-centred care

guides you through understanding, delivering and measuring heart failure care in light of patient-centred outcomes. Locally relevant patient-centred care principles and recently developed, internationally validated patient-centred outcome measures for heart failure come together to ensure that the patients' needs remain central to your redesign efforts.

Action: Use these principles to guide your redesign efforts. Capture and evaluate patient-centred outcome measures to ensure that you can objectively demonstrate gains have been made in areas that matter most to the patient. Use this information to inform local and more widespread benchmarking.

Information to drive change

incorporates Lean Sigma Six redesign principles to address local health services' biggest challenges thought to be impacting on readmissions rates. It brings together this information, along with key evidence-based findings, to distil a series of heart failure readmission – optimisation pillars to prioritise health service interventions. These pillars are explored in more detail and used to propose a heart failure system redesign framework.

The role of data is highlighted as the foundation for supporting these pillars and data's role in driving ongoing quality improvement is further explored.

Action: Look for opportunities to implement the heart failure system redesign framework in your own setting. Build your understanding of your own systems, and develop targeted interventions through the capture and use of relevant clinical, patient and system level data along with state-wide readmissions data.

Implementation, the barrier to innovation

recognises that testing clinical process redesign can be complex. It requires strong program and change management oversight to move the initiative through a series of redesign phases. Health services are guided through understanding the elements for successfully implementing and sustaining change, and how these might support their heart failure clinical process redesign efforts.

Action: Use the information within this toolkit to reflect on your own heart failure service and systems to challenge the status quo, and explore opportunities to test quality improvement interventions.

Case Study:

Look out for key resources and case study examples where you can pick up relevant tools and learn how your peers have implemented interventions to reduce readmission rates and optimise heart failure care.

Although the formatting of this information is perfectly readable, there is nothing that draws the reader's attention or identifies differing information. The reader has to work harder to find information that they may find useful.

▲ DON'T DO THIS

TRY THIS INSTEAD ▼



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Use appropriate headings and subheadings to help the reader navigate the information that is presented more easily. Creating different sections for the particular messages within the content will also help the reader find and reference information at a glance.

Choose the right fonts

Selecting appropriate fonts is another critical aspect of ensuring the effectiveness of your marketing material. Fonts play a pivotal role in conveying your brand's personality and tone. It is essential to opt for fonts that align seamlessly with your brand identity while effectively communicating your message. For instance, fonts with rounded edges tend to exude a friendly and approachable vibe, while geometric fonts with sharp edges convey strength and stability. On the other hand, serif fonts can impart a sense of elegance and sophistication.

When making font choices, carefully consider the overall aesthetic you wish to achieve in your marketing material. Do you aspire for a modern, classic, or edgy design? The fonts you select should harmonise with the overarching visual theme and amplify the impact of your message. Always keep in mind that fonts are a vital component of your brand's visual identity and making the right choices can positively reflect on your business.

▼ KEEP THESE BASICS IN MIND

SERIF

Classic

SANS-SERIF

Modern

SLAB-SERIF

Stable

ROUNDED

Friendly

SCRIPT

Elegant

HAND-DRAWN

Casual

DECORATIVE

Stylised

Limit the number of different fonts

While fonts play a vital role in design, an overabundance of them can quickly result in cluttered and unprofessional-looking marketing material. To maintain a polished and cohesive design, it's wise to restrict the number of font families to three. This consideration extends to the fonts used in your brand's logo and identity. Using a limited set of fonts fosters consistency and prevents overwhelming the reader.

Resist the urge to employ elaborate or script fonts in uppercase letters. This practice can hinder readability and create a messy and unprofessional appearance. Consistency in font selection fosters a harmonious and visually pleasing design that enhances readability.

When collaborating with a graphic designer, they can assist you in choosing suitable font combinations that align with your brand's character and establish a coherent design. By upholding uniformity in font usage, you can achieve a professional and visually appealing appearance for your marketing material.

Simplifying the design by limiting the fonts used creates a more cohesive and professional design. Trying to use different fonts to gain attention within a design often leads to competing elements, making it hard to understand the intended message.



▲ DON'T DO THIS

TRY THIS INSTEAD ▼



White space is essential

In marketing material design, one key principle often overlooked is the significance of incorporating ample white space. White space, also known as negative space, denotes the unoccupied areas between design elements. The absence of white space can lead to a cluttered, overwhelming, and challenging-to-read design.

Rather than considering white space as wasted territory, recognise it as an indispensable design element that elevates readability and visual appeal. White space offers breathing room for your content, allowing the viewer's eyes to relax and focus on the crucial elements. It serves as a guide, directing the reader's attention toward the essential aspects of your message, thereby enhancing overall understanding and engagement. Embrace the philosophy of "less is more" and employ white space strategically to craft a harmonious and visually pleasing design.



Don't feel the need to fill every part of the layout, doing so will mean that the design will become cluttered. Try to give products and elements their own space and make feature areas that will draw the reader's eye.

✘

BONDI

Full Sizes: 4 to 14
Half Sizes: 7.5 to 10.5

Heat Resistant 130deg
Composite Toe
Slip & Oil Resistant
Anti-Static Standards AS/NZS 2210.3:2009

- 6" Wheat-Premium Nubuck Leather.
- Internal lining made from Breathable Bamboo (60%), Cotton & Polyester Blend
- Composite Safety Toe Cap – Premium Quality Fibreglass Toe Cap
- Fibreglass Shank
- Poron heel insert – delivering maximum comfort
- Coil Zip / Button lock system
- Padded Bellows Tongue
- Outsole comprising of premium Polyurethane/TPU Thermoplastic Polyurethane, sturdy, abrasive resistant & flexible
- Footbed is made from extremely soft Polyurethane with antistatic fibre





✘

BOSS

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Consistent text alignment

The importance of maintaining consistent text alignment cannot be overstated. Consistency in text alignment is essential to create a refined and professional appearance. Text alignment inconsistencies can lead to visual clutter and disrupt the flow of information, making it difficult for readers to navigate and comprehend your content.

Whether you opt for left-aligning, center-aligning, or right-aligning your text, it is imperative to uphold uniformity across all sections and elements. If you choose to left-align your paragraphs, ensure that headings and subheadings also follow the same alignment style. Consistent text alignment fosters a sense of order and coherence, enhancing the readability and overall visual impact of your marketing material.

When collaborating with a graphic designer, they can establish a typography system that incorporates consistent text alignment guidelines. This guarantees that all text elements within your marketing material align seamlessly, creating a unified and professional presentation. By adhering to consistent text alignment, you improve the visual hierarchy and organisation of your content, making it more accessible and engaging for your audience to absorb and connect with your message.

Having a consistent text alignment throughout the layout design, not only makes it look more professional, but it also ensures that the information being presented is easy to follow and read.

1 To start our Zero Emissions Vehicle (ZEV) journey now.
We have engaged with the Department of Transport and Planning (DTP) to understand what's required to introduce electric vehicles into our vehicle replacement program. We have modified our fleet renewal plan to replace diesel vehicles with electric power as soon as possible. In line with this commitment, we have submitted a proposal to DTP for the introduction of 15 electric buses commencing this year (2023).

2 Engaging the right partners to reliably implement ZEVs into our business.
We aren't cutting corners in this transition. It will be complex, but we are up for the challenge. Work has begun with all capability domains of the ZEV supply chain to ensure the reliable and efficient implementation, operation, and monitoring of our electric bus fleet.

3 Be a capable strategic partner with the Victorian government.
ZEV implementation goes hand-in-hand with the Victoria Bus Plan's number one initiative of making the network 'simpler, faster and more reliable.' We are ready to work with DTP to make that happen.
This means that we're not just implementing changes within our own operations – we're offering our operational expertise to help develop and refine a new era of bus operations for DTP bus manufacturers, and ZEV technology experts.

Logos: EnergyAustralia, SCANIA, EVENERGI, VOLVO, mondo, YUTONG, optibus, ZENOBÉ

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How to use layout grids

To prevent your marketing material from appearing disorganised and disjointed, it's crucial to implement a layout grid. Layout grids are a valuable tool that can bring visual continuity and structure to your design, enhancing its overall appeal. Grids provide a framework for systematically arranging elements and maintaining consistency in your layout.

When you establish a grid, you ensure that elements align correctly, maintain consistent spacing, and create a harmonious composition. The complexity of your design will determine the type of grid you use, which can range from simple two-column structures to more intricate multi-column layouts. These grids act as guides for placing text, images, and other elements, resulting in a cohesive and professional presentation.

Collaborating with a graphic designer experienced in grid-based design can help you create a well-structured and visually pleasing layout. They can assist in setting up an appropriate grid system that complements your content, enhancing both the readability and aesthetics of your marketing material.



Combined USB and Power Adaptors



The Korjo USB 2x2 adaptors are for use with Australia / New Zealand electrical appliances PLUS USB charged devices. You can use these at home and when travelling to power your electrical device and charge 1 or 2 USB devices.

The international versions have a removable international adaptor so that it can be used when travelling and also when you are home. For example, take the USB 2x2 EU on your European trip, but when you return home, remove the EU adaptor part and plug the unit directly into your AU/NZ socket for home use.

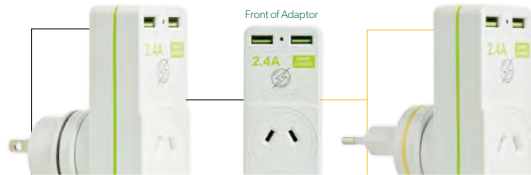
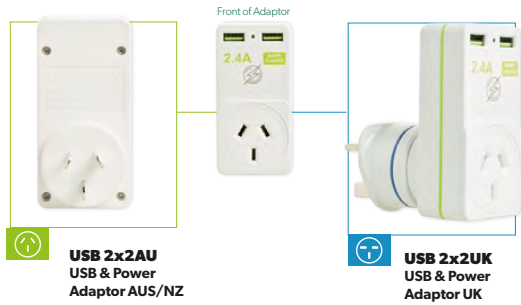
Features:

- Electrical socket rated to 10A
- 2 x USB sockets, total 2.4A
- Rapid charge USB sockets
- Surge suppression to USB sockets
- Approved by: Australian Electrical Authorities

Travel Tip

How to choose the right adaptor

See the back cover of this catalogue for our World Wide Socket and Voltage Guide.



By not working to a layout grid you cannot ensure that elements are aligned and spacing between items are consistent. Professional design software allows the graphic designer to place guides and work in a defined space.

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In the sample to the right, there are light blue lines indicating the grid structure within the layout. As you can see the elements work together and have a relationship to each other as they are working within defined spacing.

Use colour wisely

In any design, colour is a potent tool capable of evoking emotions, conveying messages, and grabbing attention. However, it's essential to wield colour wisely, as misuse can lead to confusion and detract from your intended message.

Ensure that your colour choices harmonise with your brand identity and the message you aim to convey. Different colours carry varying meanings and associations, often varying across cultures. When selecting colours for your marketing material, consider your target audience and their cultural preferences. Understanding the psychological impact of colours can assist you in crafting visually compelling and impactful designs.

Steer clear of using an excessive array of colours, as this can result in visual chaos and distract the viewer. Instead, opt for a cohesive colour palette that aligns with your brand and creates a visually pleasing experience. Maintain consistency in colour usage throughout your marketing material to establish visual continuity and reinforce brand recognition.

Collaborating with a graphic designer can be highly advantageous when it comes to colour selection. They possess expertise in colour theory and can guide you in creating aesthetically pleasing colour combinations that align seamlessly with your brand identity. By using colour strategically, you can amplify the visual impact of your marketing material and effectively communicate your message to your target audience.



▲ DON'T DO THIS

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Why you should only use high quality images

The visual quality of images featured in your marketing material holds substantial sway over the impression they make. Therefore, it's essential to prioritise the use of high-quality, high-resolution images. Images obtained from the internet often come in low-resolution formats, which can result in pixelation and blurriness when printed. This not only diminishes the professional appearance of your material but also compromises their effectiveness.

In contrast, high-resolution images offer sharp, clear visuals that elevate the quality and impact of your designs. They exude professionalism and attention to detail, contributing to an enhanced perception of your brand. To acquire such images, consider collaborating with a professional photographer or accessing reputable stock image libraries. This ensures you have a collection of high-quality, high-resolution visuals that align seamlessly with your messaging and brand identity.

Furthermore, it's vital to be aware of the potential copyright infringement risks associated with using random internet-sourced images. Respecting intellectual property rights is paramount. Ensure that the images you incorporate into your marketing material are either self-created, purchased from a legitimate stock library, or used under appropriate licensing agreements. By using high-resolution images obtained through legal means, you not only enhance the visual appeal of your material but also bolster their credibility and compliance with intellectual property laws.

▼ KEEP THESE BASICS IN MIND



VECTOR
Curves and lines



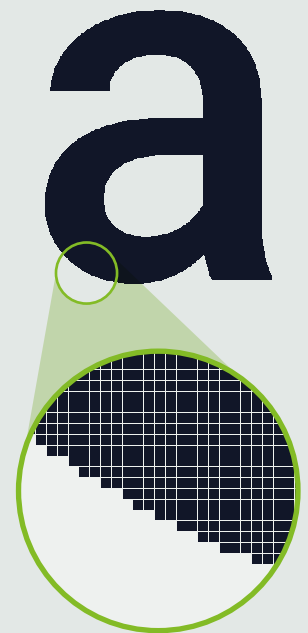
BEST FOR:
Logos, type and geometric elements

Vectors are infinitely scalable and remain smooth and crisp even when sized up to massive dimensions. While vectors are ideal for scalable logos, typography, and design, they are not optimal when displaying photographic images.

FILE TYPES:
.ai, .eps, .svg, .pdf (only when saved from vector programs)



RASTER
Pixel Based



BEST FOR:
Photographs and digital applications

The more pixels in an image the higher the quality – it is best to only downsize a raster image as enlarging just creates larger, more noticeable pixelation.

General print quality (high-resolution):
300ppi (pixels per inch)

General online quality (low-resolution):
72ppi (pixels per inch)

FILE TYPES:
.psd, .jpg, .png, .tiff, .gif, .bmp, .pdf

