

Top Tips to make good marketing materials

Here are some top tips from the Helix Arts team for creating good marketing materials for your projects.

1. Use the right software or programme to create your materials.

There are lots of free online programmes/websites which can help you make a high quality piece of marketing material without lots of previous design experience. They have options for customisable templates which are easy to use. Some easy options for use include:

- [Canva](#) - Free to sign up and use, lots of varying document templates including social media. While some templates have paid items on them, they can be removed or you can filter for free options. Also option to print your design using Canva
- [Adobe Express](#) - Available as a free plan, once signed up you can access the full template gallery to edit and create your own work. Simple to use, you can use both as an app on your phone or on a desktop computer or online.
- [Be Funky](#) - Free to use it has both an app and web creator. Lots of templates and free tutorials to show how you can get creative and personalise your work.

2. Ensure consistency across all materials you create for your project

When creating your designs whether via template or from scratch, make sure that your colour palette and fonts match and are consistent. While you may want to use multiple fonts or colours try not to over do it and make sure to compliment one another. Once you have selected them, try to use the same style and selection for everything. While different materials may vary in look depending on the audience a standard theme is more recognisable, professional and creates a strong brand for your project.

3. Think about your audience/distribution when designing/selecting templates

While some designs may look really fun to use, think about how accessible they are and if the audience you want to reach would find it attractive and informative. Also think about its distribution. If you are putting something on social media you may need less text as you can link to a website and will include information in your post. Whereas if the design is to be put in shops or handed out, it needs to be more informative about what you want people to do and how they get involved.

4. Make key information easy to understand and visible

When possible put information such as times, locations and contact details separate and clear. If the information is hard to understand or find out what to do, audiences will be harder to reach.

5. Proofread your marketing materials before issuing or printing.

Take time to read through before sharing or sending to mass print. Simple mistakes can be off putting and can result in the wrong information being shared. For example, times and addresses should be double checked. Also print a test before printing on mass to see how items lay on the page and if sizing when on paper is accessible.

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6. Create something which is versatile across platforms

If you intend to create marketing materials for multiple purposes including social media, try to ensure consistency in design across materials. Also don't forget to check the sizing and layout for each platform as each differs. For example Instagram has a square post which is a different size to Facebook.