

Exercise: Generating Sales and Marketing Materials for Small Businesses

Introduction and Learning Objective:

In this exercise participants will use Microsoft Office to develop basic sales and marketing materials. By the end of the activity, participants will be able to:

1. Create a basic flyer or advertisement in MS Word
2. Create a brochure in MS Publisher

Links to Curricula:

- IT Essentials, Chapter 10
- Microsoft's Unlimited Potential, Word Processing Module, lesson 7.
- ILO Know About Business – Module 7, Topic 3

Definition of Terms:

- **Template:** An outline that you can use as a starting point to create your own document. Templates are a useful feature in programs such as MS Word.
- **Advertisement:** A public promotion of a product or service. Advertisements come in many forms – on the radio, in the newspaper, on the television, on the internet
- **Flyer:** An advertisement (usually printed on a page or in a leaflet) intended for wide distribution
- **Brochure:** A folded booklet that provides detailed information about a service

Example of Application:

Technology is constantly changing the demands of consumers. Businesses use new technologies to produce new products and services. Computers are very useful tools to use to market your product or service. You can create basic sales materials using Microsoft Office applications such as MS Word and MS Publisher. More sophisticated advertisements can be created using Adobe InDesign. Social media websites such as Facebook or Twitter can be used to market your product or business either through advertisements, competitions, or pages dedicated to your business.

Facilitating the Activity:

1. Explain that during this session participants will design marketing materials to increase business sales.
2. Ask participants: What types of promotional materials are you familiar with?
3. Ask participants to find a partner. With their partner, discuss what makes strong promotional materials. What makes them poor? Write the qualities of good promotional materials on a flip chart.
 - Qualities may include: Colorful, uncluttered, modern, good photos, nice fonts, informative, clever, appealing to the eye, persuasive.
4. Explain that you will show them how to make promotional materials be in Microsoft Word. While there is more sophisticated software to do this, we are using Word because it is a very

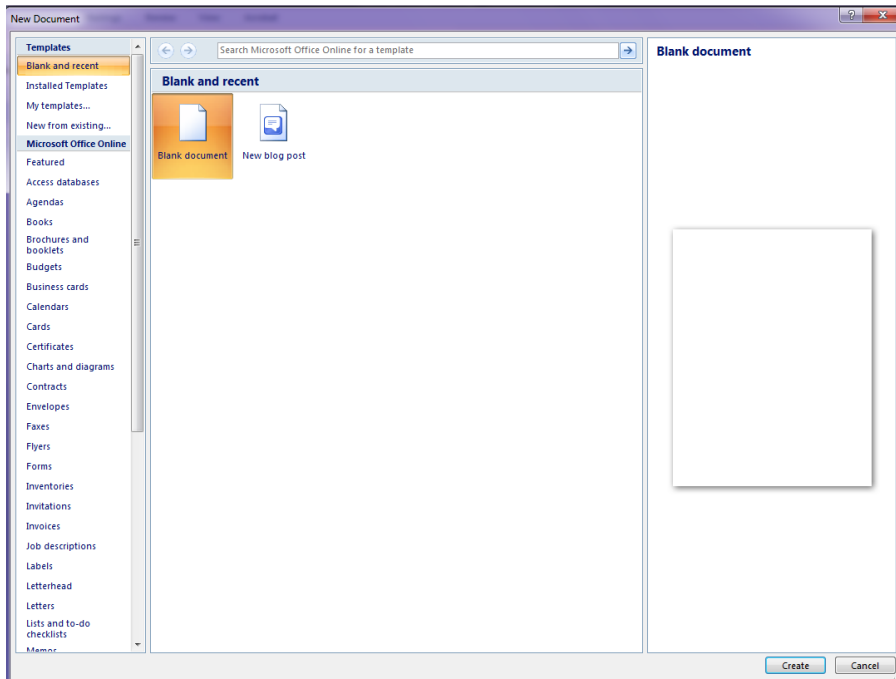
common program. Use the handout “Making Promotional Materials in Word” to guide them through the process. Use the example of creating a brochure for your new travel agency.

5. Ask participants to read the case studies. Explain that they are to make two different types of promotional materials. They can create two different types of materials for one case study, or use two different case studies. If they are using different case studies they still need to create different types of materials. The sky is the limit with what they choose to create! However, their materials must meet the qualities of good promotional materials!
6. Circulate around the room while they are working to offer assistance. Encourage participants to help one another. Use any issues that arise with students as teachable moments for the whole group.

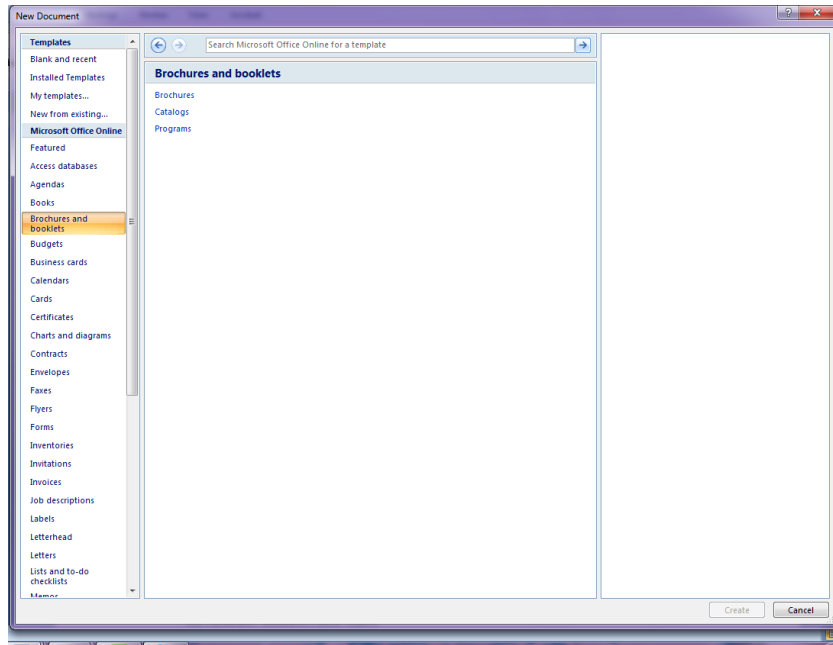
Handout: Using Word to Create Promotional Materials

Please note that these instructions are for MS Word 2007. You can still use older versions of Word but the menu is different.

1. Click on the Start Menu
2. Select “new”
3. On the left will be a menu of different templates. Templates are like a coloring book – they give you the basic structure and your creativity brings it to life. Select the category you want.



4. Within the category there will be even more options. For example, under brochures and booklets you will find subcategories.



5. Categories that include promotional materials are:

- Brochure and booklets (which includes a selection for catalogs)
- Business cards
- Flyers (which includes advertisements, marketing flyers, and signs)

There are more that may be appropriate to your business as well, such as a personalized calendar. Explore and be creative!

6. Select “Brochure and Booklets”, and then “brochure” and then “travel brochure”. You may need internet access to download the template you have selected. The travel brochure template looks is on two pages because it will be printed on two sides of a paper and then folded into fourths. It looks like this:



Tour packages

PICK A PACKAGE

We have several packages to accommodate almost any need, or you can let us create a custom travel package.

Following is a small sampling of some of our packages. Call us to find out more about these and other packages, or let us know where you want to go and we can create just the right custom package for you!

EGYPTIAN NIGHTS

Travel with us to the land of the pyramids, where you'll see ancient



mysteries revealed before your eyes! Our specialists will share with you their extensive knowledge of Egyptian history and artifacts as you gaze upon ancient wonders like the Sphinx and the pyramids at Giza.

Packages range from 7 days and nights to 21 days and nights, and all packages include hotel, tours, and meals. Priced from \$1,000 per person.

SPLENDORS OF ITALY

From the leaning tower at Pisa to the Vatican in Rome, you'll see the greatest sights in Italy. You'll visit Florence, Rome, Pisa, and villages in the Italian countryside. You'll even get a primer in the Italian language from a world-renowned linguist. Plus, you'll visit a cooking school for a lesson on how to make real Italian lasagna! Salute! Priced from \$800 per person.

AROUND THE WORLD IN 30 DAYS

Fly from North America to South America, where you'll visit the beautiful beaches of Brazil. Then it's off to Africa where you'll get a taste of the exotic magic of Morocco before heading off to Egypt to see the ancient and mysterious pyramids at Giza. Visit ancient sites in Turkey and Greece, and then be on your way to the romantic streets of Paris. Then, taste the nightlife in London. After a stop in Finland, you'll be whisked off to Japan and India, and then you'll make a final stop in Australia to experience the Great Barrier Reef. Whew!

All of your expenses, including airfare from New York, are included in this incredible package, priced from \$8,000 per person.



RUSSIAN EXPERIENCE

Explore the best of Russia, place of cultural and historical beauty. You'll tour Moscow and St. Petersburg and see for yourself places like Red Square, the Kremlin, Moscow University, and more. Learn about the history and the people that make up this remarkable place. Priced from \$1,500 per person (does not include airfare).

Traveling with Adventure Works was the best thing I ever did for myself. They took care of all the details, and I had all the fun! It was an experience I'll always treasure. Thank you Adventure Works! - Carol Philips, Adventure Works client

CUSTOM PACKAGES

Can't find a package to suit your needs? Let us create a custom package for you. Tell us where you want to go, how many days and nights you want to spend on your trip, and what kinds of tours and sightseeing you're most interested in. We'll create a package with your own tour guides and everything! Prices vary. Group rates are available. Call us for more information!

7. Now it is time to personalize. Click on the text. You will see that a box called a "text box" appears. Begin by changing the name to the name of your actual business.
8. From the "home" menu, you can change your font, font size, and color.
9. If you click a photo and then look at the "format" tab at the top of the screen you will see lots of options to format your photo – you can change the size or add a border. If you right click a photo, you can change it and put in a photo from your files. From the "insert" tab, you can insert clip art.



10. Don't be afraid to explore and try the options in the format tab. (You must click on an image to be able to access it).

11.

Case Studies

1. Variety Store

You are in a slow selling season after the holidays and you still have a fairly large inventory from the previous season. Although you realize that this situation is the result of over-ordering specific items, you are not yet willing to admit defeat. You plan to hold a special promotion on the unsold goods over the next five weeks. Design sales promotion materials that will increase sales.

2. Drug Store/Chemist

Your small drug store is doing fairly well, but you have noticed that the number of customers is not growing. You suspect that a large part of your potential market is shopping at another drug store located two blocks away from your store. You recognize that your store really needs more customers to increase profits. What kind of promotion campaign materials will increase the number of customers who buy at your store regularly?

3. Bookstore

Your small bookstore, formerly your late uncle's business, has increased its business somewhat since you took it over. However there are still some problems. First, you have a very large inventory of your uncle's leftover stock, which is selling slowly. You still need to attract new customers if the business is going to grow. In three weeks a large new clothing store located in the area is to have its grand opening and you feel that this might prove a good time to get people to also come into your bookstore. How can you go about advertising your store beforehand, to make sure that the grand opening customers come to your store too?

4. Small Appliance Shop

You have succeeded in attracting business from the surrounding neighborhood for small appliance repairs (e.g. irons, toasters, radios, AC, etc.), but you feel that you are not really getting the business that you could from the residents of a nearby small town. There is no appliance repair shop in the other town, so competition can't be the explanation. You have just bought a used van so that you can deliver repaired goods and take some of your tools out for repairs which need to be done on the spot in people's homes. You have hired a part-time employee to mind the store while you are out in the van. If you are going to be able to afford to keep both the van and your employee, however, you are going to have to expand your business quite a bit. What promotional materials can you design to attract more customers?