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# Leaflet Marketing to promote our products

**1. What is leaflet marketing?**
- New businesses are often advised to start advertising actively and locally. One of the most effective ways of small scale advertising is leaflet marketing.
- Leaflet marketing is the act of giving out leaflets or flyers in public places.
- Leaflet marketing is most effective for businesses wishing to prioritise their local area over anything else.
- This makes leaflet marketing perfect for businesses that are just starting out or established small businesses seeking to branch out and expand their customer base.
- In our project, we will carry out most of the sales of the products through markets that will be held in the centre itself or in the town, so leaflets are the best way to publicise the products.

**2. Why use leaflet marketing for our Project?**
- Leaflets are a cost effective way of advertising. At the absolute minimum, a leaflet can be designed using free software and printed on standard paper from any printer available and then giving the leaflets out yourself.
- The best leaflets will directly interact with the audience. They will provide ways to contact the business and specifically ask for feedback to be provided in written form.

**3. How to distribute the brochures to make their use effective?**
- We must consider your leaflet distribution strategy before we embark upon our method of choice.
- We should assess our area for high traffic spots and places where our intended demographic is known to frequent.
- We highly recommend handing out our leaflets in person as there is no better way to connect with our target demographic than in person, but we also acknowledge that posting leaflets is a very simple way to get our ECSE project known in the local area.

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# Guide to design a leaflet using Canva

- **What is Canva?**

Canva is an easy-to-use graphic design platform that allows you to create Carleton-branded visual content, including social media graphics, posters, flyers and more. And, it's available to use in your browser. After creating your piece, it can be downloaded as an image file or PDF and immediately shared or is ready to print.

- **Logging into Canva**

Check your inbox for a welcome email from Canva. Accept the invitation, and launch Canva in your web browser. (https://www.canva.com/).

Login with your Gmail credentials, using Google's sign-in function.

- **Choose the Design spotlight: Brochure**

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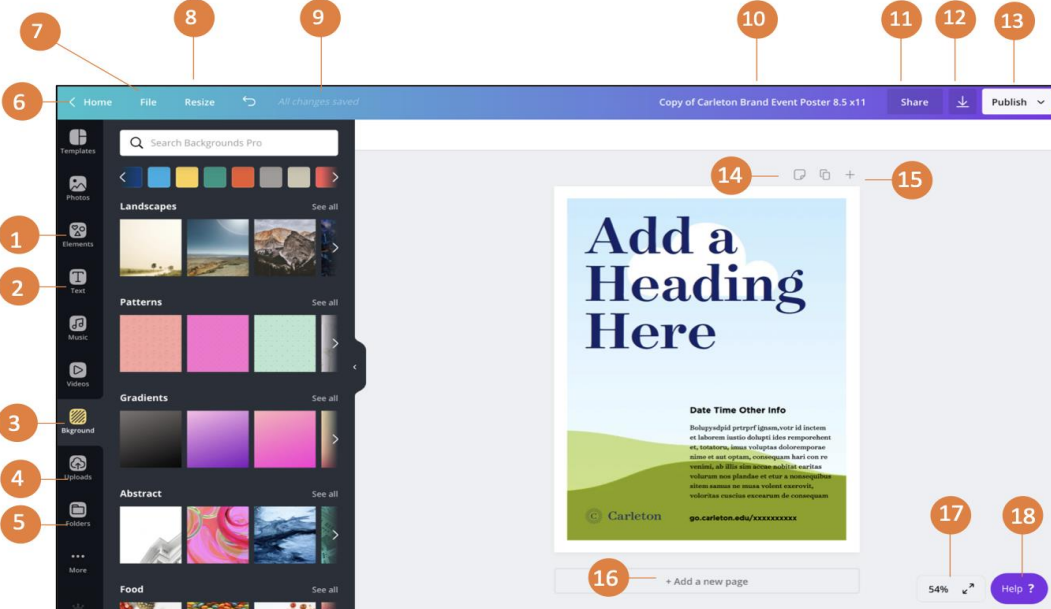● **Select a template**

## Start inspired

Get a head start with free design templates you can customize in a few clicks.

Brochures    College    Company    Medical    Photography    Sales    Spa    Travel    Wedding    Real Estate

● **Start designing your leaflet**

**Canva Editor**

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**1. Elements:** Select photos, frames, shapes, lines, etc. to add to your design.

**2. Text tab:** Beyond the text placeholders already available to you, the text tab gives you options to add additional pre-formatted text heads, sub-headings, and body text. There are also font combinations available. Of note: Use caution in how you use these, as they are not Carleton-branded.

**3. Background tab:** Carleton-branded colours are available just below the search bar. While there are a variety of patterns, landscape, and other background options, it is not advised to use colours that fall outside of the Carleton brand.

**4. Uploads tab:** This area allows you to upload your own elements such as images and graphics.

**5. Folder:** All of your designs, favourites, purchases, items shared with you, and folders are available here.

**6. Home:** Takes you back to your home page.

**7. File:** Create a new design, show margins, show print bleed, save all your changes, move to folder, resolve comments, see version history, make a copy, download your design, or look for help.

**8. Resize:** Allows you to change the size of your design.

**9. All changes safe:** While Canva automatically saves your changes, much like Google Docs and Slides, this feature gives you an opportunity to ensure your changes were saved before closing out of the platform.

**10. Document name:** Allows you to change the naming convention of your design at any time.

**11. Share:** Allows you to share your design with others. This feature also gives you the flexibility to adjust restrictions, allowing individuals to view or edit.

**12. Download:** This feature gives you different options and formats to download your design in.

**13. Publish:** Download your design, share a link, make a presentation, email the design, or share it on social media.

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**14. Add notes:** Add notes to your design.

**15. Page controls:** If you have more than one page, use this area to navigate between them. You also have the ability to copy them and delete them.

**16. Add a new page:** Directly add new pages with this button.

**17. Zoom Control:** Make your work area larger or smaller.

**18. Help:** Access and use Canva's support functionality, while still working on your design.
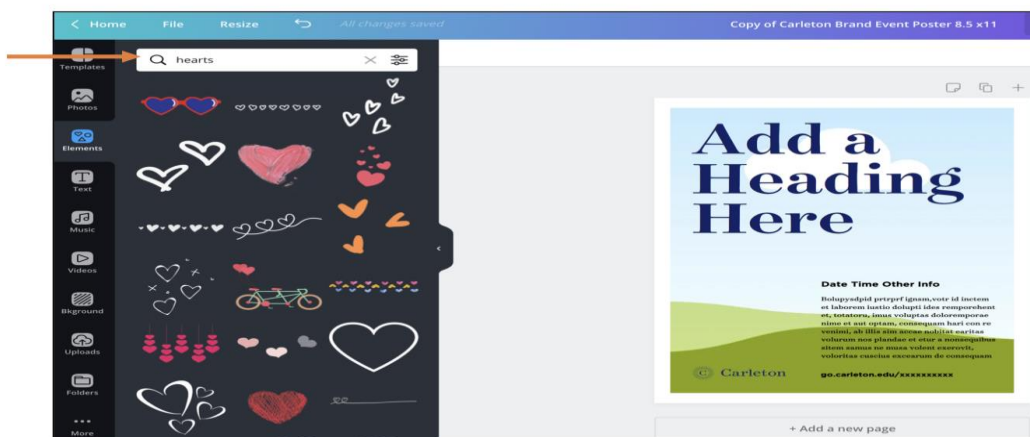
- **Canva sidebar**

**1. Search tab**

The search option allows you to look for photos, Illustrations, or all items. You can narrow your search down by clicking on photos or illustrations.

**2. Elements**

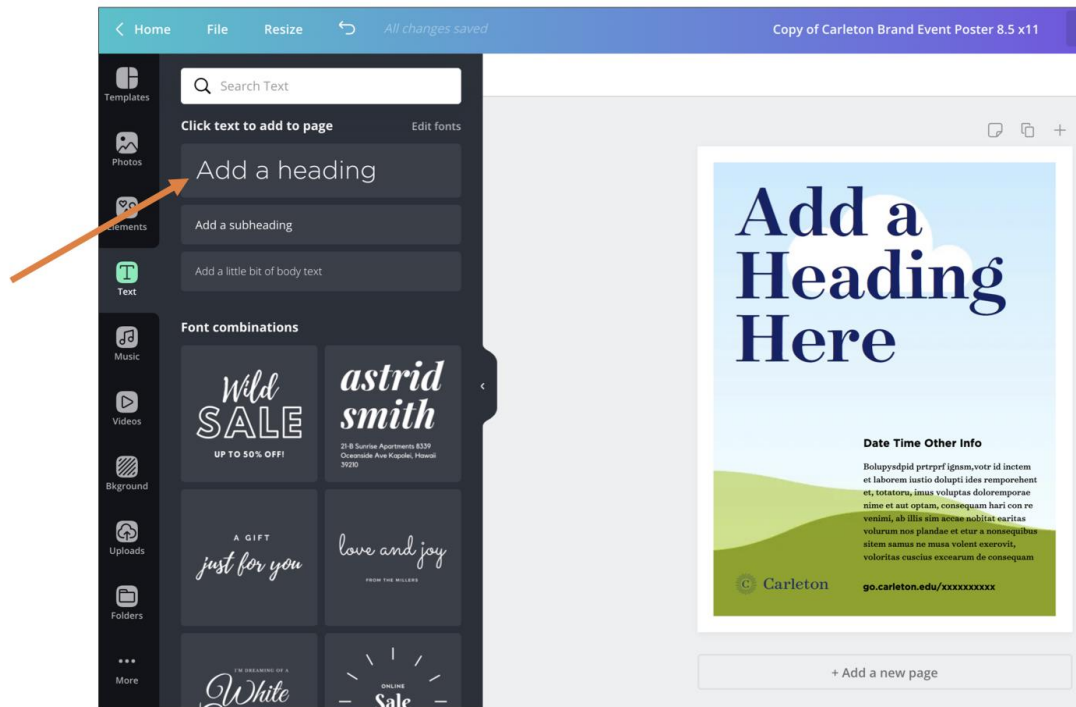Here you'll find photos, grids, frames, shapes, lines, illustrations, icons, charts, and more. To select an element:

A. Click on the elements tab.
B. Select a category you want to browse in.
C. Then drag and drop the element into the design area.

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**3. Text**

Beyond the text placeholders already available to you, the text tab gives you options to add additional pre-formatted text heads, sub-headings, and body text. There are also font combinations available.
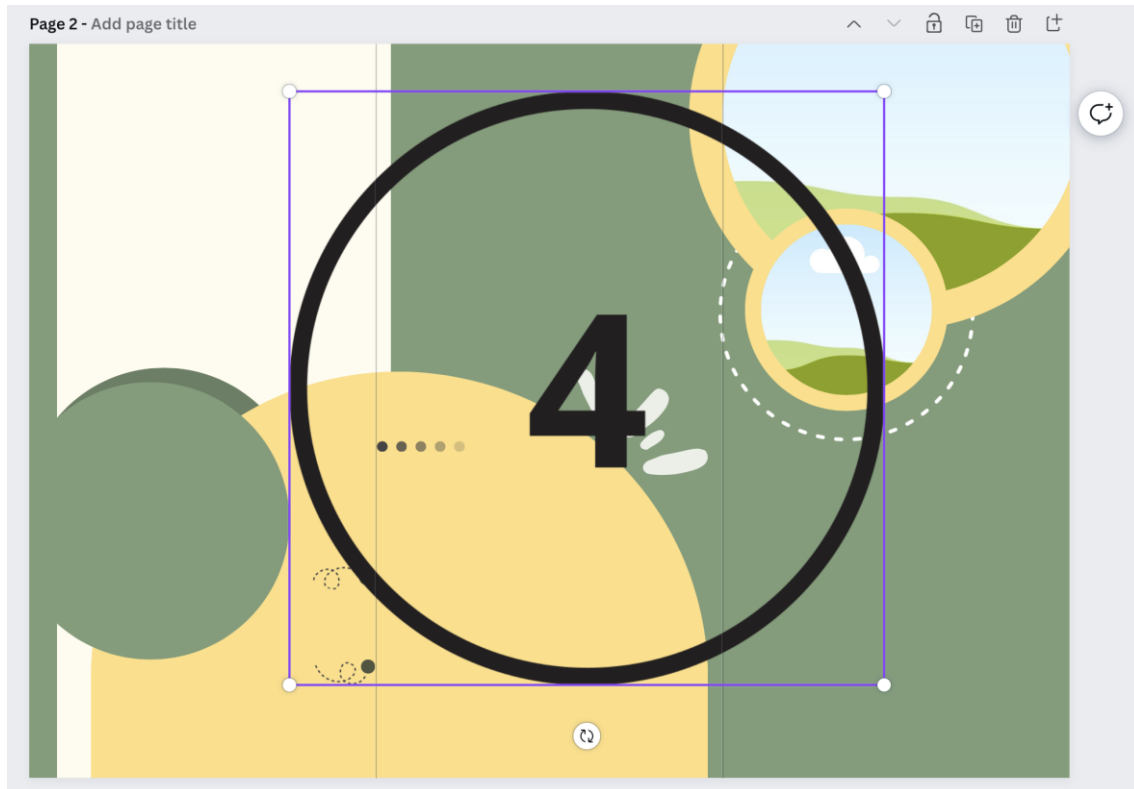


**4. Upload tab**

Canva allows you to upload and use your own elements, such as images and logos.

A. Click "Upload your own images."
B. A window will open up, find the image you want to upload and click open.

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# Our leaflet: information that the ECSE project leaflet should contain

Page 1 - Add page title

**1. Logos:** ECSE Project's logo winner and Four school's logos.

**2. Contact information and Reference to EU project funding:** website, mail address, project number, European Union flag…

**3. Project information:** local companies, number of products, NGO's, ECSE project goal...

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**4. Products:** photos, name, characteristics, references to the sustainability of the products…