

Your catalog is designed with one purpose – to make people aware of the products you offer, and convince them to buy those products from your company.

Your printed catalog is your Advertising vehicle, a good one will drive your sales right to the bank.

An online version of your print catalog is highly recommended – the USPS reports that 55% of online shoppers shop with a printed catalog in hand.

Cover these five areas with the help of advertising professionals. I2D can design, photograph, write, and help with paper selection and printing decisions – and get your catalog online – for a lot less than you'd think. Visit them online at www.inspired2designllc.com.

1. Product Photography

Quality – poor quality photos diminish your credibility

Focus – whether sharp or selective, be consistent with your brand

Color – accuracy is a must and depends on paper, prepress, and printing

Consistency – of style regardless of type (silo, background, location)

Visual interest – all your photos should be interesting to look at

Space allotment – bigger is better, use as much space as you can

2. Product Copy

Balancing act – romance with personality plus descriptive information of product

Always benefit driven – customers want to know “What’s in it for me?”

Always credible – accurate, authoritative, helpful and informative

Targeted to the audience – know who you’re speaking to and use appropriate language

Easy to read and understand – readers don’t want to have to figure it out for themselves

Space allotment & size – consider brand, product being sold, and target audience

3. Page Layout

Product is focus – quick identification of what’s being sold

Price point visibly noticeable – especially if price is your niche

Clean and simple and easy to shop – readers usually don’t spend a lot of time

Consistent in format and purpose – all pages should look like they’re from the same brand

Space allotment – good design sense is key here

White space – rest for the eye is critical

Location of information/order form – make it easy for the customer to purchase

Overall print quality – must be consistent with your brand

4. Front Cover

An invitation – inviting the reader to open the catalog

Provide a taste of what’s inside – use top sellers

Point to purpose of catalog – is there a season or other reason

Focus on merchandise – you are what you sell

Convey company image – ALWAYS be consistent with your brand

Provide stopping power and reason to go inside – there’s a lot of competition out there

Highlight new products – especially if you carry the same items each month

Sell company services/policies/extras – sell your customer service right up front

5. Company Policies and Services

Guarantee – strong return policy visually evident

Make shopping simple – customers will go elsewhere if not

Ordering info – placed where easy to find

Web address – placed where it’s easy to find, and specify online services

Personalize and caring feeling – utilizing demographic information and purchasing history

Going beyond basic services – poor or non-existent customer service is not an option

Honesty and Sincerity – be your image. Don’t ever promise what you cannot deliver