



# PRINT MARKETING MATERIALS CHECKLIST

## Strategy & Planning

- Define clear marketing objective (brand awareness, lead generation, sales, etc.)
- Identify target audience
- Align print materials with overall marketing strategy
- Set measurable goals (response rate, inquiries, sales)

## Content & Messaging

- Craft a strong, clear headline
- Include a compelling call-to-action (CTA)
- Ensure message is concise and easy to read
- Highlight benefits over features
- Include contact information and website/QR code

## Design & Layout

- Maintain brand consistency (colors, fonts, logo)
- Use high-quality images/graphics
- Ensure text is legible and properly spaced



- Balance visuals and text for readability
- Use a layout that guides the reader's eye naturally

### Technical Considerations

- Choose appropriate paper type and finish
- Check print resolution (300 dpi for images)
- Verify color mode (CMYK for print)
- Include bleed and trim lines if required
- Proofread for spelling and grammar

### Distribution & Timing

- Plan distribution method (mail, handouts, in-store, events)
- Target timing for maximum impact (seasonal campaigns, events)
- Ensure quantity aligns with audience size

### Tracking & Follow-up

- Use trackable codes, QR codes, or unique URLs
- Set up method for capturing responses or leads
- Analyze performance and ROI
- Collect feedback for future improvements

