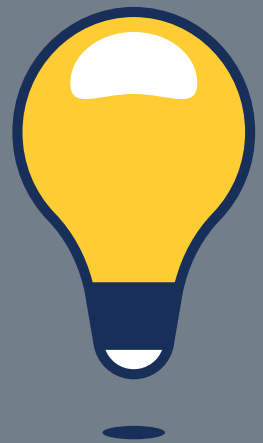


Top 10 healthcare brochure lessons



Ten surprising things we
have learnt from
distributing thousands of
health brochures

How to attract more attention and get better results
from your health brochures

Intro

If marketing is about communicating value, healthcare marketing is the activity of creating, distributing and communicating the value of what you do.

To get your healthcare marketing right, you need to share it with the right people, in the right place, at the right time.

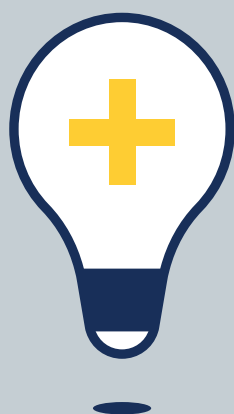
This way it will meet the needs of your customers, partners and society in general.

Having worked in healthcare marketing for over 20 years, the team at MediBoard has seen content in every possible shape, size and format. Based on this, we have identified the strategies, layouts and wording that work best.

The following document shares the following:

1. Which headlines get the most attention
2. How to create DLE sized communication that gets noticed
3. The importance of identifying your target audience
4. Tips for showing off your brand personality in your marketing collateral
5. Calls to action that work
6. Health marketing literacy and the importance of communicating a message almost anyone can understand
7. Which imagery works and why
8. How to choose the right quality paper
9. Why you should create a multimedia campaign that covers digital, poster, brochure and uploads
10. Location location location! How to be in the same place as your target audience

As you read, you'll learn valuable advice you can use to create brochures that deliver the maximum results for your healthcare brand or community organisation.



01

Great headlines get attention

Like a website, your healthcare brochures only have a few seconds to get attention. For this reason, your headline is often the most important part.

For a winning headline, aim to position your offering in five words or less. Remember people don't buy the best products/services, they buy the ones they understand the fastest.

Great headline tips:

- Try Headline analyser <https://coschedule.com/headline-analyzer> to assess the overall structure, grammar, and readability of your headline. This free tool will assess your headline for words that are common, uncommon, emotional and powerful.
- A great headline contains at least one power phrase or word. These are intense 'trigger words' that frequently command a reader's attention and action. Examples of power words are:
 - + Professional
 - + Guaranteed
 - + Tested
 - + Improved
 - + Immediately

- Emotional words frequently stir an emotional response in the reader. They have been proven to drive clicks and shares. Great headlines usually include emotional words.

Examples of words that can work well in healthcare are:

- + Happier
- + Frustrated
- + Restorative
- + Peace of mind



Headlines should be short, to the point and written to attract attention.



02

How to create DLE sized communication that gets noticed

To stand out from the crowd and get noticed, your brochure needs to include colour, graphics and keywords.

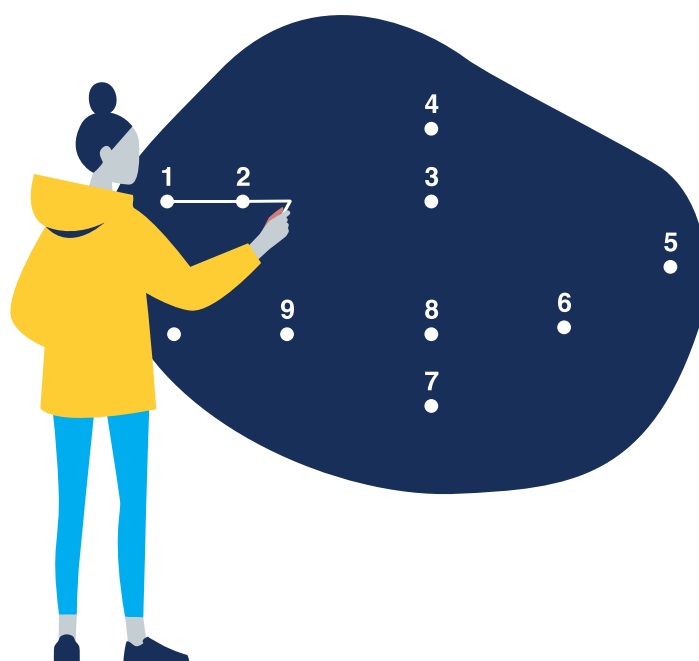
Here are some quick tips:

- Bright colours stand out while too much white space blends into the background. You want your brochure to attract attention! Try colour mixes that get noticed like pink, lime green, turquoise blue, orange, or yellow.
- Graphics are important to portray the problem or solution you are offering. Often in healthcare, we see images of people, but animated images can also work well. The trick is to find the graphics that your target audience can relate to.
- If you have an offer such as a special voucher, discount or online assessment tool, mention this on the cover to get attention or point towards it with text such as 'Special Offer Inside!'
- Use questions. For example, 'Are You Having Trouble Sleeping?' will instantly attract attention.
- Use keywords for healthcare in your brochure. These include:

- + Preventable
- + Check
- + Trust
- + Care



Your brochure's cover matters most to attract attention but don't write too much copy as you want people to pick it up and keep reading.



03

Identify your target audience

The ABC of strategic marketing is the following:

A

Audience

Develop a deep understanding and knowledge

B

Brand

Establish a unique positioning

C

Connection

Build a plan of channels and messages



Before you create your brochure, define your target audience. Once this is clear, it will be easier to choose images and headlines.



04

Show off your brand personality

Your brochure is a direct reflection of your brand's personality.

Use this checklist to assess your current printed collateral so your brand is more familiar and easier to recognise:

- Your company logo clear and modern
- It is clearly positioned on the cover
- Your tagline is effective and easy to read
- The brand personality is reflected in the text and images
- The fonts reflect your brand personality
- The colours reflect your brand personality
- You're using the same colours on all collateral, including online, print and video
- Your brand uses consistent visual elements



Your brochure collateral is a basic branding element, but it still needs to complement and match your more detailed marketing materials and website.

05

Call for Action!

A call to action is the instruction you want the reader to follow. This needs to be clear in the brochure.

A simple formula when creating marketing copy is the following:

1. Explain what you offer
2. Share what it means for your target audience
3. Tell the reader what to do next



Do you want your audience to visit your website? Ring for an appointment? Ask their doctor about a treatment or service? Tell them what to do!

06

Make it easy

To be understood and acted on, the message you share needs to be kept simple.

Health brochures shouldn't be filled with jargon and complex information. Instead, the language should be clear and easy to understand. This can be tricky when you come from a world where academic language is the go-to!

We suggest checking out: <https://www.healthnavigator.org.nz/clinicians/h/health-literacy/>. This tool sheds some light on what's known as 'health literacy' and the impact it has.



If writing clearly is a challenge, engage with MediBoard or a professional copywriting service and request help to make your content more reader-friendly.

07

Images matter

A hero image that generates an emotional response is important to engage your target audience and get attention to your content.

MediBoard has been monitoring printed health content over the last 10 years. We have witnessed that the following topics and images tend to be picked up more often:

- Babies/toddlers
- Nutritional content: Recipes and photos of food
- Anything to do with sleep
- Content covering endometriosis, iron and immunisation



Choose your images carefully and avoid having images of crowds, which are less likely to be noticed than a picture of one or two people.



08

Choose quality paper

MediBoard recommends using a good quality paper or light card for your healthcare brochures and pamphlets.

Think about the thickness of your brochure. If you are producing a booklet on heavy cards over many pages, fewer brochures can fit in the slot on the MediBoard.

When it comes to paper and card quality, we recommend no lighter than 150 gsm for brochures, 170 gsm is even better. If you have a one-page card, choose a more substantial-quality card of no less than 300 gsm. Satin Matt is ideal as it prints beautifully and with a nice coated sheet you get rich vibrant colours that really stand out.



If writing clearly is a challenge, engage with MediBoard or a professional copywriting service and request help to make your content more reader-friendly.

09

Create a multi-media campaign that includes digital, poster and brochure and upload technology

Your DLE brochure will have higher uplift and be noticed more when it is alongside poster or digital poster content.

Statistics show that moving images have 30 times more cut through than static images. It makes sense to add a digital MediPoster to your campaign, so more people pick up your brochure.



Try QR codes. This is a great way for your target audience to quickly gain access to content on a mobile device. It's also a sustainable and contactless way to deliver content directly to consumers.



10

Location, Location, Location

In our experience, a successful health brochure campaign comes down to these three factors:

1. Looking great, containing vital information and having a carefully considered distribution strategy.
2. Being displayed prominently in contextually relevant healthcare environments.
3. Being easy to access by the people it is most relevant to.

In short, your campaign has to look good and be informative, plus the collateral must be available where the people who are most interested in it will see it!

An easy win is with hospital and general practice waiting rooms. Here, people have time to kill and their health is the first thing on their minds.

Your brand can choose a nation-wide brochure campaign or be selective about where to advertise. When you choose this method, results can be measured by region.



When you choose the distribution strategy for your brochures, it's important to consider restocking of brochures so you don't have to travel or arrange couriers.



Thanks for reading!

We hope this has helped you understand the benefits of waiting room distribution for your healthcare marketing and highlighted some of the best practices to adhere to when planning, designing and distributing content.

Got questions?

Reach out to us at stacey.airey@mediboard.co.nz

About MediBoard

An exclusive health information display board now located in 730+ waiting rooms in New Zealand, MediBoard has been informing Kiwi families about health for over 20 years.

We provide a complete service for brochure delivery and display, which includes sharing the uplift results of your campaign.

To add to brochures, MediBoard now also offers online platforms which start meaningful conversations and generate more online enquiries.

Our digital marketing service includes a consumer health content website and the world's first made-for-mobile wellness magazine, MediWell. Your content can cross-pollinate from offline waiting rooms to online via the easy QR code uploads from the board as well as on our website.

Contact Stacey Airey, stacey.airey@mediboard.co.nz or freephone 0800 285 268 to discuss your healthcare marketing strategy today.

