

## Presentation Folder Marketing Essentials

Presentation folders are a marketing staple for professional companies and organizations. A great way to deliver a large amount of information in an easily manageable format, presentation folders are the hallmark of a stable company with big plans.



The following presentation folder marketing essentials will help you define when you should use presentation folders, what should go in presentation folders and how to leverage presentation folders for a solid return on investment.

### ***When to use presentation folders***

As the name implies, presentation folders are used to present information. They're used any time you have a wealth of information to convey in short order. To be more specific, presentation folders are a great tool for sales meetings, business conferences and seminars. You can hand them out to your prospects and have them follow along as you explain the advantages of working with your organization. Trade shows are another great vehicle for distributing presentation folders. You don't always have time to fully develop your pitch to everyone, so your presentation folder acts as a take-home pitch that prospects can review at their convenience.

Presentation folders are also a staple of press and media kits and can be incorporated into a robust direct mail marketing campaign. Instead of sending the obligatory postcard, try a presentation folder to help your prospects feel like VIP customers.

### ***What goes in your presentation folders***



Your presentation folders can include anything relevant to your pitch that fits inside a 9-inch by 12-inch folder. Sales sheets, white papers, brochures, stickers/labels, catalogs, CDs/DVDs and posters are all excellent materials for your presentation folders. You can even have a slit placed on the inside flaps of your presentation folders to hold your business card. Sometimes even a free sample of your product will fit in your presentation folder.

### ***How to leverage presentation folders for return on investment***

Presentation folders are an integral component of your professional marketing strategy, which is why you shouldn't settle for anything less than high-quality presentation folder printing. To maximize your presentation folder return on investment, print in volume to realize a significant savings on your price per folder. While it's a good idea to have a different presentation folder for each application (consumer sales, corporate communication, public relations, etc.), you can save on your overall costs by designing a universal presentation folder that will work equally well across all channels.

Presentation folders are an excellent way to put all of your key data in one place so your customers can easily learn everything they need to know to take the next step in the purchasing process.

Following these presentation folder marketing essentials helps you put your message in your prospects' hands and the power of a professional image at your fingertips.

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