



Website Or Brochure?

The Tourist Industry discovered the Internet in the 1990's, and it's paying off wonderfully. However, it would be a mistake to put all your eggs in the internet basket.

Here's why:

Web sites need to be promoted, and one of the best ways to get your web address out to the public is through an attractive, full color brochure.

In most families, there is one member who is the "computer specialist" who glances at each web site for an average of about 30 seconds. Is he the one that will be especially attracted to your property?

Will the ink-jet printout really do justice to your property that is if the person viewing the web site is sufficiently impressed by your particular site to print it out...

Brochures can be shared by the whole family, passed around the dinner table and shown to friends, relatives and workmates, possibly resulting in future business with them.

Your web site should include a means for the prospective guests to request more information. This way, not only will your brochure continue selling after the computer is switched off, but you will end up with a valuable commodity: a mailing list of all the people that have expressed interest in your property!

Later on, you could do a mail-out, perhaps with a post card announcing special, off-season rates, etc.

Our advice is: work the web for all it's worth, but don't overlook the proven benefits of a Full Color Brochure.

Especially now that the effectiveness of both methods of advertising is enhanced through the marriage of web technology and professional, full-color printing!

by Bill Messerschmidt

Courtesy of Burco International, Inc.

NOTE: *Brochure Displays, Inc. now offers a Graphic Design Service and High Tech Digital Offset Color Printing through our printing company DIGITAL PRESS INC. Contact us for more information or a price quote.