

Five reasons to use a graphic designer.

Our New Website Features Over 140 Design Samples

phil winter's marketing communications

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“Yikes! There is lots of opportunity here” ... I can't count the number of times I've made that comment when a small business owner or friend comes to me with their business card, brochure, restaurant menu or flyer they had designed in Microsoft PowerPoint, Word or Publisher. As many small business owners do, in a challenging economic environment, they try to cut corners on their marketing materials and **almost always end up with a disappointing result.**

You've seen it! We've all seen business cards prepared on a home printer using perforated paper or an online print shop template that's just not quite right and the impression they leave.

You would not hire your high school nephew who wants to be an architect to design your veterinary hospital – you hire an individual who has experience and expertise in your business category. **Graphic design requires a creative expert.** There is a major difference between a brochure or business card template that you purchased from an online site and one created by a graphic designer that has been customized for you with your unique business requirements.

1. You Save Yourself a Lot of Headaches and Money

Even if you have some home office design software, knowing how to use it quickly, properly and tastefully is another thing entirely. Let's say you do put something together yourself and send it off to the printer. When the proof – or worse, the finished product – comes back with problems that you didn't anticipate, fixing or reprinting will take even more time and money.

2. A Creative Expert

Designers are generally pretty creative folks, and they like to help their clients get the most out of every project. They see things differently in terms of colors with distinctive and balanced layouts that will capture attention and increase readability. Hiring a graphic designer is likely to mean that you'll end up with a better finished product than you could have put together, even if you're skilled at making things look good. Because of the amount of marketing materials they see every day, a graphic designer can make sure your materials stand out – **thus leading to more attention from potential customers and more sales.**

3. Saving Time

You have enough on your plate

already! Do you really have to spend time trying to come up with designs for your logo, brochures or flyers? A graphic designer can come up with a design in a quarter of the time it will take you to do it yourself – and it will almost certainly be a more eye-catching, appealing and polished piece than you would have created.

4. Experience and Professional Software Counts

A graphic designer will know the most cost-effective ways to design your marketing materials to keep your printing costs to a minimum in addition to choosing the right paper and colors. By the time you've been able to create a layout using Microsoft Publisher (a program printers hate), a designer would be able to design a proper file in their graphic suite of software that printers will not have an issue with. Graphic designers all have the very best and most powerful software and the knowledge to use it.

5. Stand Out in a Crowd

It's no secret – great designs get noticed. Whether it's an email marketing campaign, practice brochure or a direct mail postcard – your best defense against becoming part of the noise is through great design that captures your audience's attention.