

# Using IT to Improve Your Publicity and Marketing



With small, local groups facing increasing financial pressure, did you know there's a whole range of **FREE online tools** available to improve your publicity?

These can help you produce a wide range of material including: leaflets, posters, e-newsletters, e-shots, reports (both internal and to funders) and imagery for websites and social media.

Some of the free online tools are:

[Canva](#) - a design tool website with an easy to use drag-and-drop interface. It provides access to a wide range of templates, photographs, graphics, and fonts. It is used by non-designers as well as professionals. The tools can be used for both web and print media design and graphics.

[GIMP](#) - free software that you will need to download to your PC. It is used for image retouching and editing, creating graphics/logos, and converting between different image formats.

[Pixlr](#) (similar to GIMP) - a website to edit and manipulate photos and graphics. It can be used on PC, as well as smartphones or tablets with the use of a mobile app.

[MailChimp](#) - a website that enables you to design and send e-shots and e-newsletters. You can set times for delivery and analyse open rates and click throughs to websites. People can easily unsubscribe from your distribution list for maximum convenience.

[Eventbrite](#) - a website that offers everything you need for hosting, managing and promoting an event. You can also search for events to attend based on location and topic.

The online tools/websites are really easy to use and signing up takes just a few minutes. Just follow the simple production plan below and with the use of the tools, you'll be able to produce effective and professional marketing material at **NO COST** at all.

Follow this simple process to produce your effective and professional marketing material with the FREE online tools and resources.



## PRINT MATERIAL

Posters, leaflets, brochures, newsletters

## ONLINE MATERIAL

Websites, social media e-shots, e-news

Start by finding a template you like or a style you think could be effective. Free Word and Powerpoint templates for print material can be found [here](#). Also other templates at [Canva](#)

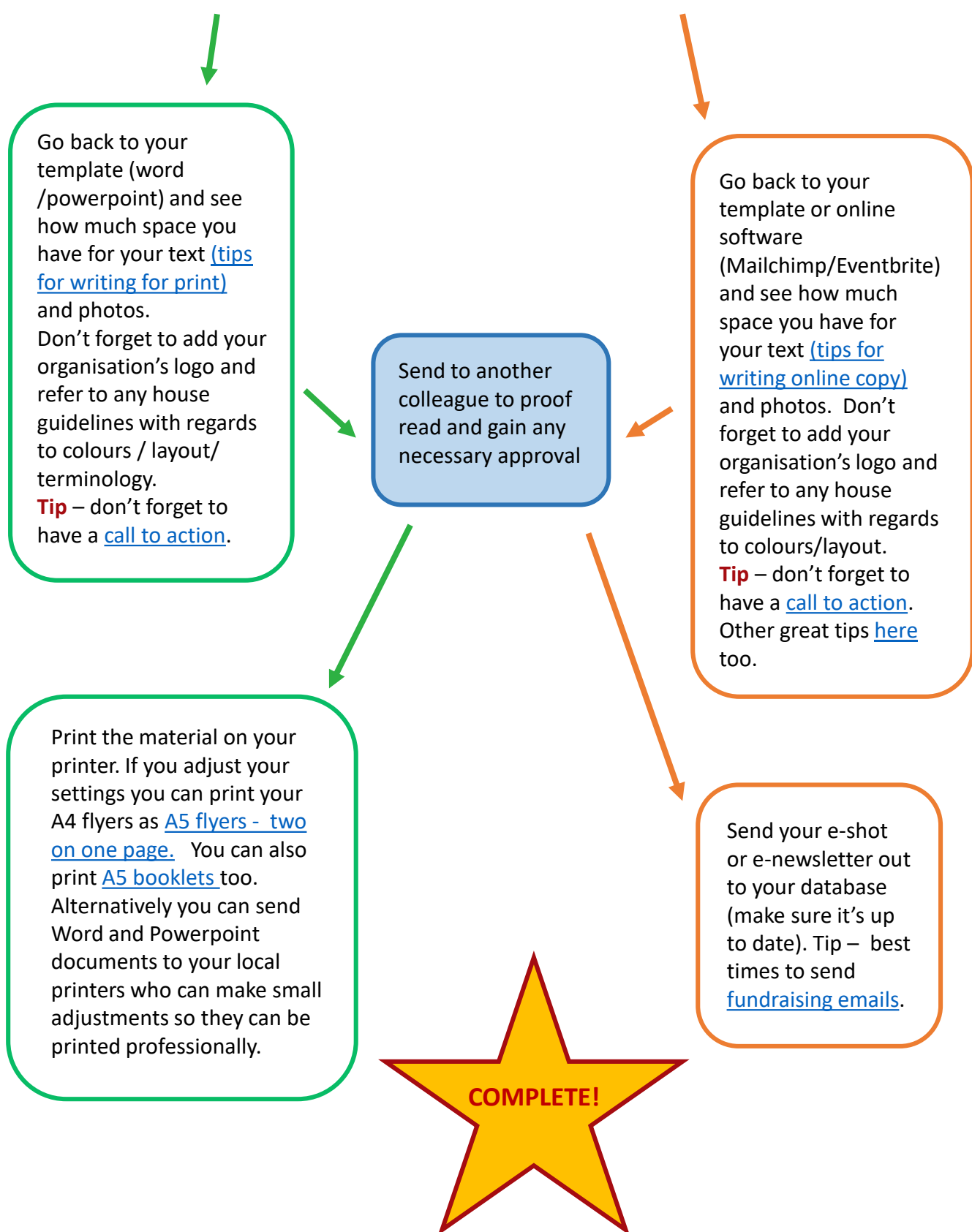
Start by finding a layout or template you like or a style you think could be effective. Ideas and templates for online material can be found at [Mailchimp](#) and [Canva](#)

Make your material really stand out from the crowd using eye catching photos or imagery that is royalty free. Clear/ high resolution images are really important too. Find your free photos [here](#) and [here](#) and [here](#)

Save as a jpeg or tiff. Make sure the colour is set as [CYMK](#) - this is the type of colour setting needed for print material

Download your photos and use one of these website to crop/adjust/add effects. [Pixlr](#) or [Gimp](#)

Save as a png, bitmap or jpeg. Make sure the colour is set as [RGB](#) as this is the type of colour setting needed for online material



**Try different ways to communicate with your audience, try different formats and different calls to action – evaluate. Which work best?**

To find out more about using online tools and websites with free resources, visit the following pages on the Hounslow Hub website, [Marketing and Comms](#), [Online Design Tools](#), [Social Media](#)