



Spark's Top Tips for Creating Better Marketing Pieces

1. You **MUST** have a clear call to action.
2. Short is better than long.
3. Pictures are better than words.
4. Use color!
5. Use image heatmapping.
6. Speak in their voice, not yours.
7. Proofread.
8. Watch your fonts.
9. Run an integrated campaign.
10. Have a little fun.