

The Use of Colors to Enhance Your Marketing Message



Effective marketing is a strategic mix of many factors ranging from developing a compelling message to a psychological understanding of your prospects and customers basic needs. An important part of the mix to create a “look and feel” of your business that enhances your identity and core message. Here is an article from Mitch Meyerson about how to use colors to improve your marketing message.

The colors you use in your marketing (stationery, signs, office decor, brochures, and business cards) play an important role in engaging and motivating people. Colors make strong statements about your business. Guerrilla Marketers know that colors can sometimes speak louder than words. They stimulate emotions, excite, impress, entertain, persuade. They generate negative reactions if you don’t understand them. Lasting impressions are made more quickly than ever so consider their meaning to prospects. Here is a list of color descriptions created by Jay Conrad Levinson, the Father of Guerrilla Marketing. I think you will find it interesting.

Red evokes aggressiveness, passion, strength, vitality. In business, it is great for accents and boldness, stimulates appetites, and is associated with debt.

Pink evokes femininity, innocence, softness, health. In business, be sure you’re aware of its feminine implications and associations.

Orange evokes fun, cheeriness, warm exuberance. In business, it’s great to highlight information in graphs and on charts evokes positivity, sunshine and cowardice. In business, it appeals to intellectuals and is excellent for accenting things. Too much is unnerving.

Green evokes tranquility, health, freshness. In business, its deep tones convey status and wealth; its pale tones are soothing.

Blue evokes authority, dignity, security, faithfulness. In business, it implies fiscal responsibility and security. Plus it is universally popular.

Yellow is an optimistic color that almost always evokes a positive response. Yellow gets you motivated; it stimulates creative and intellectual energy; it’s cheerful and easygoing.

Purple evokes sophistication, spirituality, costliness, royalty and mystery. In business, it's right for upscale and artistic audiences.

Brown evokes utility, earthiness, woodsiness and subtle richness. In business, it signifies less important items in documents.

White evokes purity, truthfulness, being contemporary and refined. In business, it enlivens dark colors and can be refreshing or sterile.

Gray evokes somberness, authority, practicality and a corporate mentality. In business, it is always right for conservative audiences.

Black evokes seriousness, distinctiveness, boldness and being classic. In business, it creates drama and is often a fine background color.

Spend some time this week looking at your own marketing materials and see if there are any changes you want to make to your color scheme.