



MODULE 2:

Digital Content Creation for farm business promotion

CONTENT 4: How to create a leaflet



KOCAELI
B-EU-FA



Co-funded by
the European Union

What is a leaflet?

A leaflet is a classic but effective tool in the world of marketing and advertising. It is a small brochure full of possibilities, designed to disseminate, promote or sell products and services.

It is a visual, summarised and quick way of informing and capturing the public's attention.



Source: solopress

Why use a leaflet?

Low cost, easy to distribute, versatile, adaptable, with measurable efficiency, long-lasting...

A flyer can be used to promote products, to inform about the opening of a new shop, for events, special offers, etc.

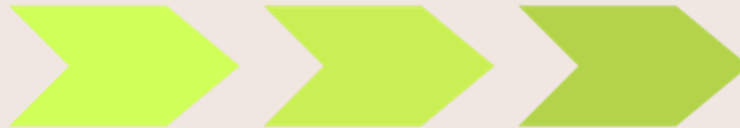
The flyer forces to condense the message, highlighting the strongest and most relevant points, being more summarised and visible, easy to read and effective.



Source: the private postman

5 steps to create your leaflet

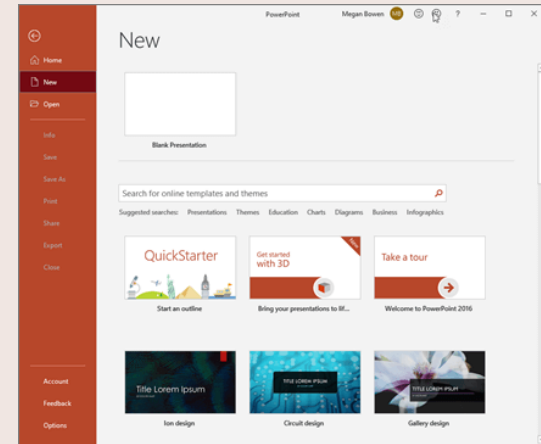
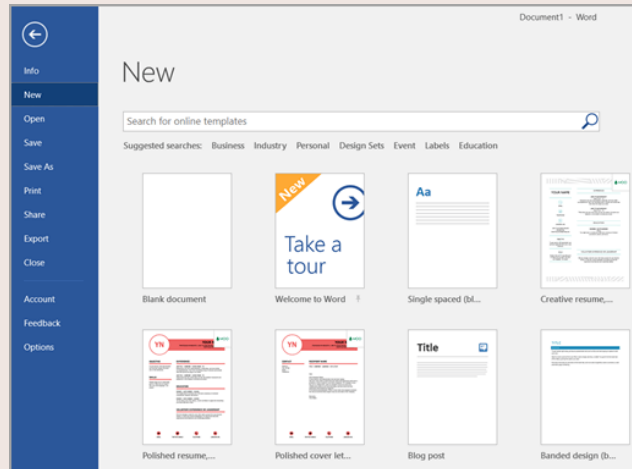
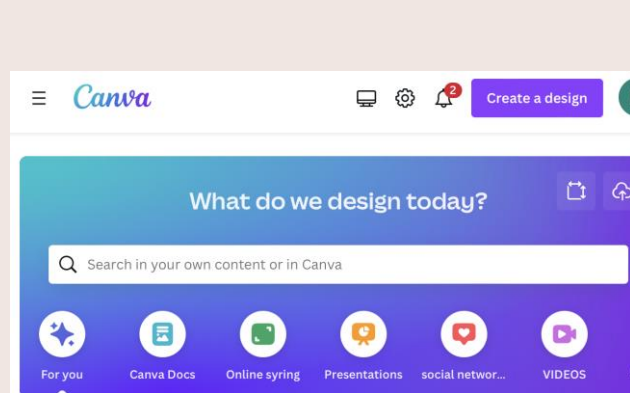
1. Access to Canva, PowerPoint or MicrosoftWord
 2. Select a design
 3. Edit your leaflet
4. Download your leaflet (pdf, png format)
5. Use your leaflet for marketing and promotion



Step 1

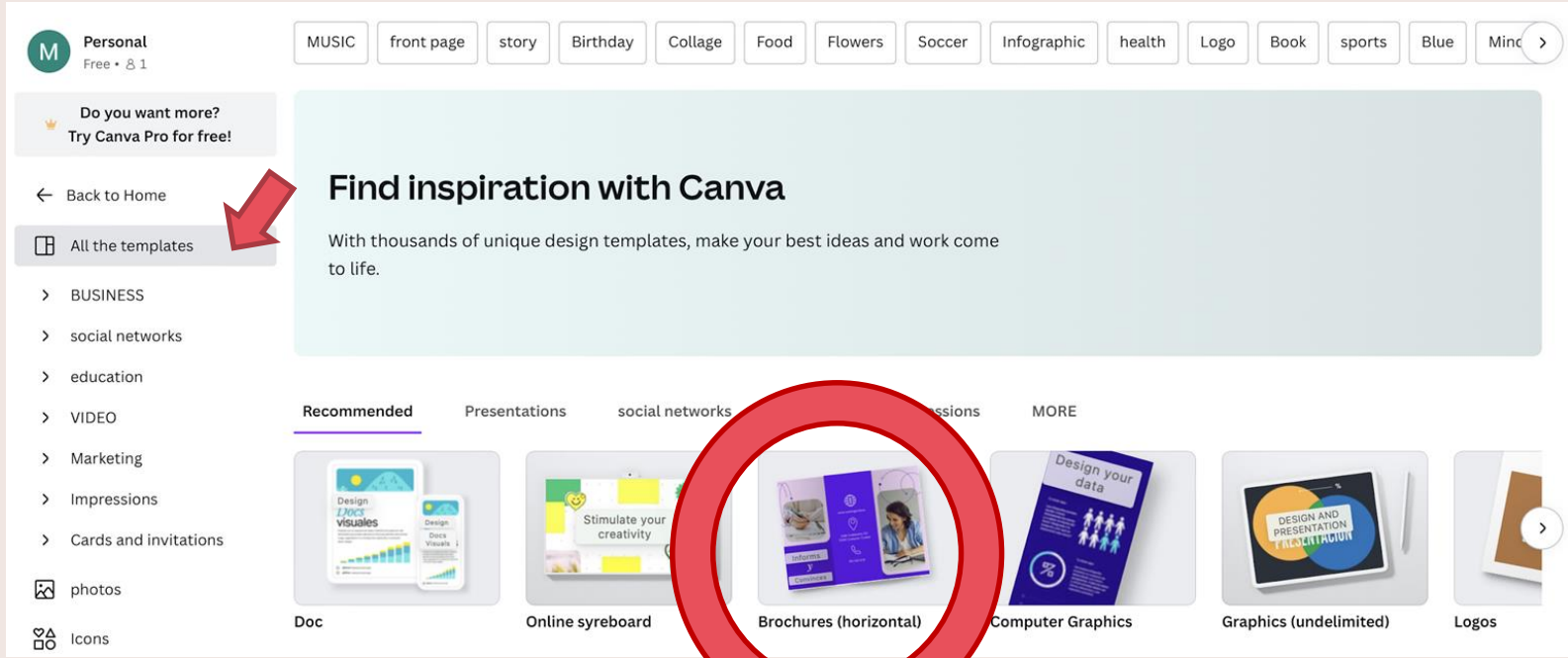
1. Access to Canva (online), PowerPoint or MicrosoftWord (downloading)

Canva



Step 2

Select a design



The screenshot shows the Canva design tool interface. At the top, there is a navigation bar with various design categories: MUSIC, front page, story, Birthday, Collage, Food, Flowers, Soccer, Infographic, health, Logo, Book, sports, Blue, and Misc. Below this is a large light blue banner with the text "Find inspiration with Canva" and "With thousands of unique design templates, make your best ideas and work come to life." To the left of the banner is a sidebar menu with options: "Personal", "Do you want more? Try Canva Pro for free!", "Back to Home", "All the templates" (highlighted with a red arrow), "BUSINESS", "social networks", "education", "VIDEO", "Marketing", "Impressions", "Cards and invitations", "photos", and "Icons". Below the banner, there is a row of design categories: "Recommended", "Presentations", "social networks", "essions", and "MORE". Under "Recommended", there are six design templates: "Doc", "Online syreboard", "Brochures (horizontal)" (circled in red), "Computer Graphics", "Graphics (undelimited)", and "Logos".

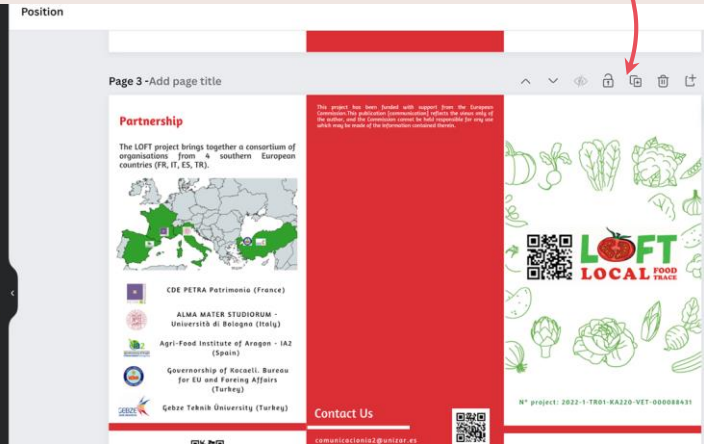
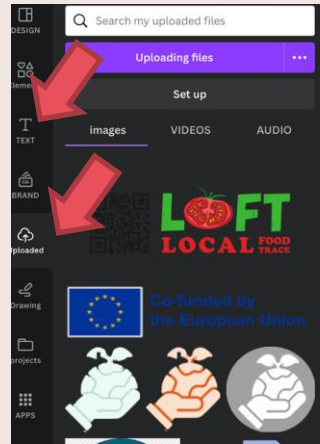
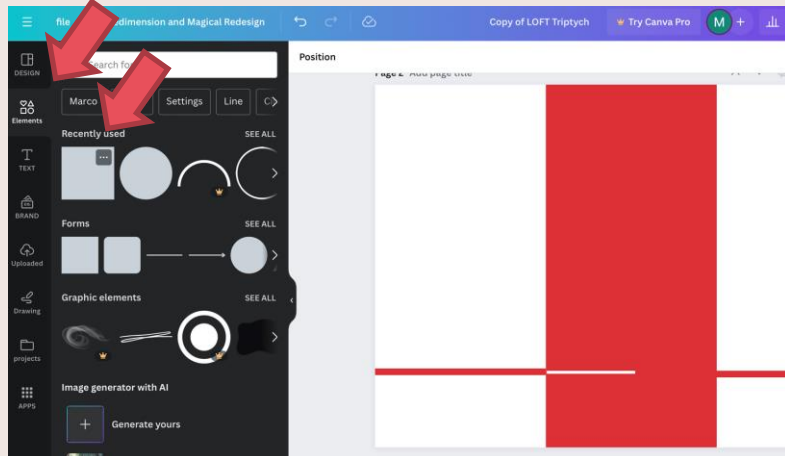
Step 3

Edit your leaflet

- Create 2 pages: for the outside and inside
- Order the information according to fold the leaflet

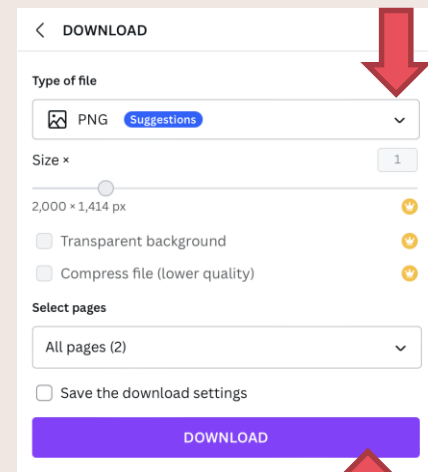
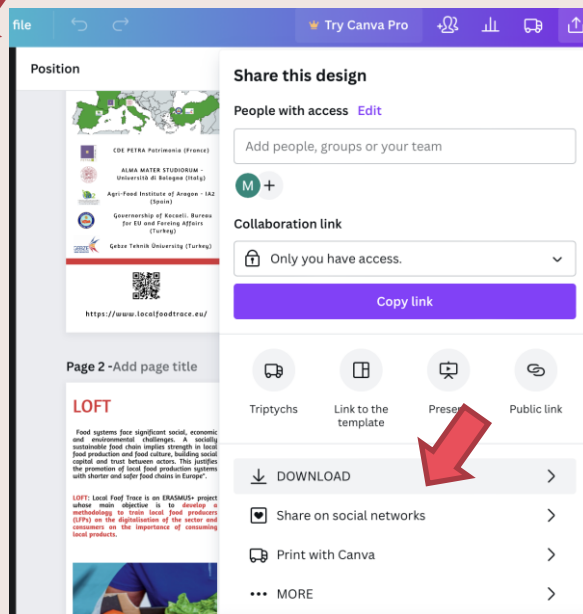
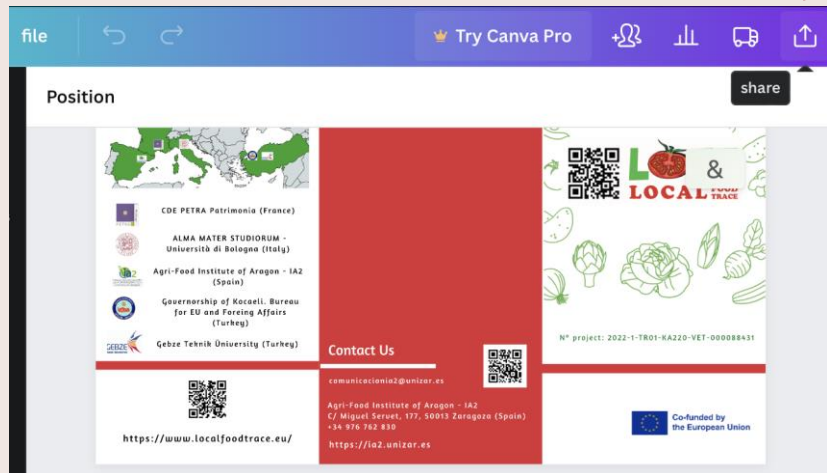
Insert: rectangle **shape** to divide in 3 the document

Insert **text**, upload **images**, change **colors** and **position**



Step 4

Download your leaflet



Step 5

Use your leaflet for marketing and promotion

LOFT

Food systems face significant social, economic and environmental challenges. A socially sustainable food chain implies strength in local food production and food culture, building social capital and trust between actors. This justifies the promotion of local food production systems with shorter and safer food chains in Europe*.

LOFT: Local Food Trace is an ERASMUS+ project whose main objective is to develop a methodology to train local food producers (LFPs) on the digitalisation of the sector and consumers on the importance of consuming local products.



This project, launched in December 2022, has a duration of 30 months and is expected to deliver the following results:

- A **digital repository** with information from surveys of local food producers (LFPs), consumers, and local authorities and stakeholders.
- An **adaptive professional learning methodology** to support the digital transformation of local food producers.
- **Local Food Hubs:** A digital map connecting local food producers from different partner cities.
- **Digital Interface:** An interactive web platform to bring together LFPs with their potential consumers.

Target groups:

- Local food producers.
- Local food consumers.
- New potential entrepreneurs in agri-food sectors.
- Local management agents/ Stakeholders.

Implementation:

- 5 partners from 4 countries.
- 30 months of implementation.
- 2 transnational training activities.
- Field research with 200 participants.
- Local pilot trials with 24 LFPs.
- Dissemination and exploitation.



Partnership

The LOFT project brings together a consortium of organisations from 4 southern European countries (FR, IT, ES, TR).



-  CDE PETRA Patrimonia (France)
-  ALMA MATER STUDIORUM - Università di Bologna (Italy)
-  Agri-Food Institute of Aragon - IA2 (Spain)
-  Governorship of Kocaeli. Bureau for EU and Foreign Affairs (Turkey)
-  Gebze Teknik University (Turkey)



<https://www.localfoodtrace.eu/>

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design

Step 5



photos

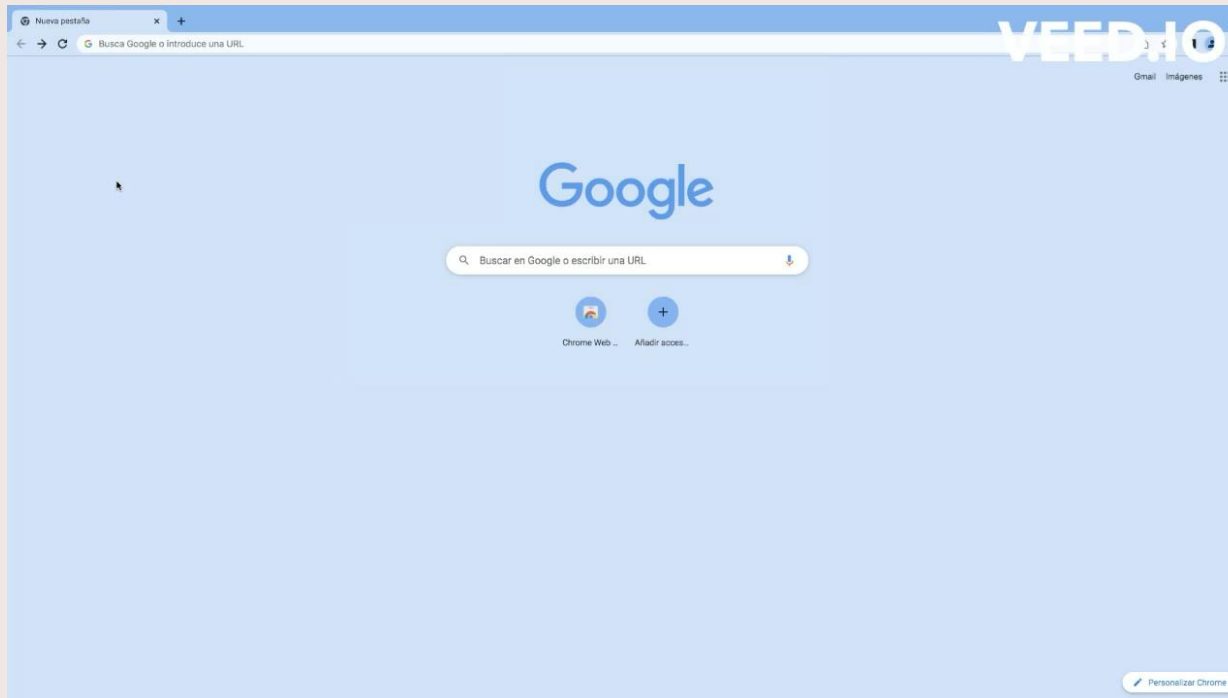
Step 5



videos

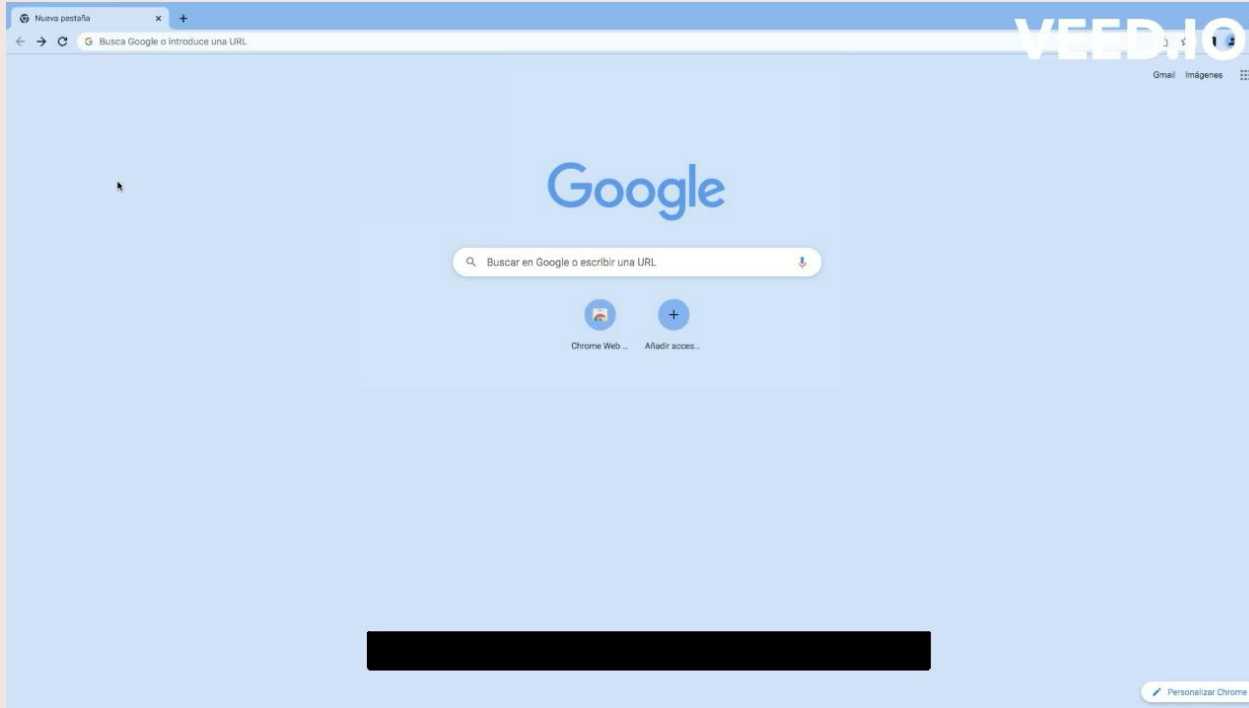
VIDEO:

How to create a leaflet



VIDEO:

How to create a leaflet: subtitled





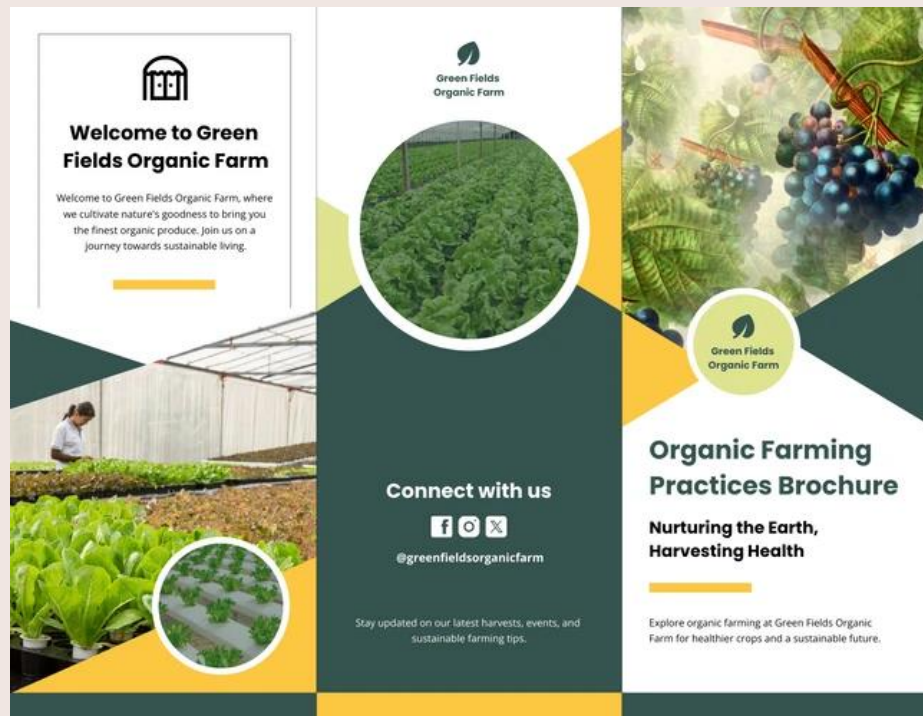
EXERCISE:



IT'S YOUR TURN !



Imagine you organise an event to promote your farm and products. **Create** a leaflet with the necessary information to attract consumers and interested people and raise awareness of your business.

Remember: two pages: outside (a cover page and useful info like address, contact, date and place) and inside (info about crops, livestock, products, sale channels, production processes, farm history...).



Here you have an example and also the one created following the steps above  

Useful links

- [Leaflet in word: youtube video](#)
- [Brochure in word: youtube video](#)
- [Leaflet in word by chapters: youtube video](#)
- [Steps of leaflet in word: blog](#)
- [Leaflet in canva: youtube video](#)



References

CONTENTS

- <https://shorturl.at/DC1La>

