



# ISSUE

Insights on Important Marketing Communications Issues

## Sales Literature Is a Vital Source of Information About Your Products and Services

Research shows that a majority of all buyers consult their literature files at least once a month

Gordon Publications, a division of Reed Elsevier Business Information Publishing Company, surveyed 9,397 reader service inquirers from 100 different advertisements that ran in 17 different Gordon publications. Magazines selected for this study represented the scientific, medical, industrial, manufacturing, construction, and advanced technology industries. The survey was fielded approximately six months after the advertisements appeared in the publications. The results are based on 4,723 completed surveys.

The survey included the question:

“When you obtain literature about products or services in which you’re interested, how often do you consult it to make purchases?”

As the accompanying bar graph shows, a majority of buyers consult their literature files at least once a month. Another 25% consult their literature files every 3 months.

What does this mean?

Be sure information about your products and services is in the right place at the right time in order to influence buyers who are seeking to make a purchase.

1. Develop sales literature and keep it up to date.
2. Seek out opportunities to distribute literature to qualified buyers.

### Percentage of Buyers Who Consult Their Literature Files

