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Be one of the Big Guys through Bookmark Marketing by Robert Johnston

Article published on March 26th 2012 | Advertising

Itâ€™s easy for a small business owner to get overwhelmed and intimidated with the big businesses. Their campaigns are much better and bigger. They are able to get more market share since their ads are much wide spread. Small businesses donâ€™t have the same budget a big businesses so itâ€™s ready hard to compete with them. But thatâ€™s alright. Small businesses donâ€™t really have to compete with the big companies. Granted, they are already successful, and if a small business owner wants to be successful as well and become one of the big businesses in the long run, they have to focus on their abilities as a small business first. After all, there are strengths and capabilities small businesses have big businesses donâ€™t have.

If you are one of these small businesses that dreams of becoming one of the big guys, start by concentrating on the strengths that come in being small. Take your marketing campaign as an example. As a small business, you donâ€™t really have to spend a fortune on your marketing program. You can effectively get market visibility even with simple and low cost materials. Itâ€™s best if you focus on target marketing so you can build a good base of loyal customers. These loyal patrons are the ones who will help you make your business grow.

When targeting customers, you need to first decide on the materials you can use to communicate with them and stay in front of them for the longest time. Considering that your budget is limited, you might want to consider bookmark printing. Bookmarks are no longer limited to its function as a marker. They are now an ideal tool in marketing a business. If you know that most of your target customers are book lovers, you can create a promotional bookmark that will put your business name and brand in front of them.

You donâ€™t have to invest a lot on your bookmark. They can be created even with limited funds. Of course, it is important that you make them look unique and eye-popping so people will be attracted to them. As much as possible, come up with your own design so your bookmark doesnâ€™t look like the rest. Itâ€™s okay to use templates but find a way to customize the template so you are still able to produce a distinct design.

Donâ€™t forget to print at the back. This will give you more room to include additional details on your material. You can use the back side to provide valuable information. Perhaps you can print a quote or poem on it; a list of your top products or services is also a good idea. You can also print a calendar or map to your location and even provide discount coupons. Whatever you put at the back, make sure it will be valuable to your target customers.

Once you perfect your customized bookmarks and get them distributed to the right people, you are sure to generate good response. If you combine bookmark marketing with the rest of your impressive and effective marketing materials, whether it is online or offline, thereâ€™s no doubt you will achieve your goals in no time.

Remember that thereâ€™s no shortcut t success. If you want your small business to succeed and be one of the big guys, invest in proven marketing strategies and donâ€™t hesitate to improve your campaign to keep up with the changing market condition.

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