Bookmark Printing is an Excellent Promotional Strategy by Andrew Michaels

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So you have a product or service you need to promote. You know that your offers are exciting and irresistible. Now, what marketing tools are available to you? Business cards, postcards, brochures, and flyers are the common options, but there are other materials you can use that will help you set your business apart from the competition. If you want to be creative and unique, one good tool to use is the bookmark.

Bookmark printing is a simple tool that will let you put your business name and brand in front of your customers and prospects. It is a handy material that will let you be as creative as you want. Itâ€™s also useful so you it wonâ€™t get thrown away easily. People will keep it and use it so you are assured that your name and brand will stay in front of them all the time.

If you consider giving out a bookmark to every person who comes into your store even if they did not buy something, they will feel well treated so the chance of them coming back is high. Who knows? The next time they come they will bring a friend with them or better yet they will already make a purchase.

Unfortunately, the value and effectiveness of custom bookmarks have been overpowered by modern marketing techniques. It seems that less and less people are now investing on this tool. But remember that not all your customers will favor modern marketing over traditional marketing. If you want to get in touch with your customers effectively, you better start creating your own promotional bookmarks.

If you are ready to create your own bookmarks, get familiar first with these tips and pointers:

1- Put your complete contact information: address, phone number, email, and website. These details should be big enough so people can read them effectively. Donâ€™t forget to put your logo to help promote your brand.

2- Pick the right dimension. You can use any size you want for your bookmark. There are various sizes available for use, but perhaps the most used size is 2 by 6 inches. You can opt for a bigger size, but make sure it is appropriate for your business.

3- Use high quality paper stock. To guarantee the effectiveness and durability of your material, choose think and high grade paper. There are several options in paper today. If in doubt, ask the help of your designer or printer.

4- Carefully consider the style. It should be appropriate to your business so you can effectively promote your brand. You can look at templates and other bookmarks for design ideas, but make sure you donâ€™t copy them. Try to come up with your own unique design.

5- Include something valuable. This can be a discount, reward, free information, tips, poems, and other valuable details. This will help you capture peopleâ€™s interest and get them to act at once.

Print bookmarks effectively so you can enjoy the ultimate power of this tool. With competition getting fiercer and fiercer each day, the more important it is to come up with an exciting marketing tool. You donâ€™t have to invest much on bookmarks, so donâ€™t worry of your budget. Get started with your promotional bookmarks today. Start brainstorming for design ideas so you can immediately put them into your plan.

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