Article Side

Bookmark Printing Techniques worth knowing by Robert Johnston

Article published on February 24th 2012 | Advertising

Free things never fail to get peopleâ€™s attention. Thatâ€™s not surprising to know considering that peop love getting free items. Whether it is a free product or information, free things always makes people feel valued. So, if you want to keep your brand on top of your customerâ€™s mind, giving something for free is recommended.

Now, you donâ€™t have to spend a fortune to give out free items. There are plenty of low cost materials you can invest in which will help you capture the interest of your target audience. Take bookmark printing as an example. Bookmarks are easy to produce, requiring only little investment. If designed well, it will help you promote your brand and put your business in front of people. For suggestions on how to create innovative and memorable bookmarks, follow these tips:

Make them big. Standing out can be achieve easily with big color bookmarks. Instead of creating a 2 by 6 inches bookmark, consider creating a bigger size. This will give you more space to include additional information and images. Keep in mind, though, that a bigger size will mean bigger expense, so make sure you have the extra money for it.

Make them beautiful. Nothing will grab attention easily than a beautifully designed bookmark. You can include an inspirational quote, silky tassel, and other embellishments on your material. You can even emboss your logo to add to the unique appeal of the design.

Make them useful. Aside from a wonderful design, a useful bookmark will also grab attention easily. Why donâ€™t you consider putting tips, ideas, and other information that will be valuable for your customers? You can also add emergency numbers in your area, a map to your store, and even a conversion chart. Just donâ€™t forget to put your contact details, logo, and business name so people donâ€™t forget about you.

Print them professionally. Sure, you can print on your own. But remember that a credible and professional looking bookmark requires professional printing. A competent printing company has the capacity to produce high quality bookmarks. They have the skill, machinery, and expertise in terms of topnotch printing. It will be best if you get their help on your bookmarks so you are assured that your material will effectively reflect your personality and business image.

Distribute them to the right people. You can hand out your material to just about anyone, but if you want to get good results, it will be best if you give it out to the right customers. This refers to people who fit your customer profile. They are those that will likely purchase your products or services and have the capacity to buy your offers. It will help if you create a mailing list first so you know where and to whom to send your bookmarks. Aside from mailing, you can also give them out on the street or to everyone who visits your store.

Customized bookmarks are great freebies. They are handy, flexible, and inexpensive, allowing you to invest on them even when you are on a shoestring budget. Consider doing them on your next campaign so you can generate new customers and repeat purchases. You will be surprised with the benefits this simple tool will bring to your business. Have fun creating your bookmarks!

Article Source:
http://www.articleside.com/advertising-articles/bookmark-printing-techniques-worth-knowing.htm - Article Side

Robert Johnston - About Author:
Visit these sites for more information
a customized bookmarks
a bookmark printing

Article Keywords:
customized bookmarks, bookmark printing

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!