Creating Printed Marketing Pieces that Generate Strong Results

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There are two kinds of printed marketing materials: useful and useless. Unfortunately, a lot of printed materials are in the useless group. Often, the reason is not poor design or content but because of the failure of the material to capture peopleâ€™s attention and encourage them to take action at once. Most materials are unattractive, thatâ€™s why a lot of people donâ€™t find them interestin

Try looking into your mail and separate the materials that interest you and those that donâ€™t. Chances are the junk mail will be more than the interesting mail. Now, analyze the junk mail. What is it that makes them uninteresting? Is it the impersonal appeal, uninteresting message, or poor call to action? Whatever it is, you should avoid them the next time you create your materials.

An effective design, interesting copy, and personal appeal apply not only to postcards but to brochures, flyers, and any other marketing material. A glossy and colorful appeal should be the main focus of your design. You can opt for unique sizes, embossing, or die cut printing to give your materials a stand out appeal. This will ensure you that your materials donâ€™t quickly end up in the trash. If you want to avoid wasting your time and money on your printed marketing pieces, here are some pointers to follow:

1: Make your marketing pieces informative and action-oriented. All information your target audience will want to know about your business and the products or service you offer should be included in your material. Even if you will only be sending a thank you card, your contact details should still be present on the card. Likewise, your materials should engage your readers and encourage them to make an action right away.

2: The headline should be strong, focused, and captivating. Make sure that your printed marketing pieces have a strong headline that will motivate people to participate or take action right away. Use only simple words and keep it short so you can easily and quickly deliver your message.

3: Make the copy compelling. Aside from being focused, the headline should stay true to your purpose. It should be brief and direct to the point. Keep in mind that your message should be about your customers and not about you.

4: The design should be incredible and interesting. Be sure that the overall look of your materials appeals to your customerâ€™s tastes and preferences. Carefully pick the color, font, and image to use. These elements will affect the overall appeal of your materials so make sure to keep a balance of these elements. Make sure though that the visual appeal of your materials donâ€™t overpower the copy so you are still able deliver the right impression and message to your target audience.

5: Put enough white space. Donâ€™t be scared of white space. Put enough on your materials so you can keep your message clear, direct, and simple. A clutter-free material will look more interesting and captivating, so be sure to put enough white space on your design.

Online printing companies will help you create the useful and effective marketing materials that you need. They have the skills, knowledge, and machinery required to create high quality materials. Remember to hone your materials well and you can be sure to come up with the most valuable materials possible.

For more info visit Die Cut Printing at http://www.printplace.com/printproducts/die_cut_printing.aspx

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