How to Design your Bookmarks for Success by Andrew Michaels

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Are printed books going to be extinct? With the growth of technology and availability of eBooks and reader gadgets, the buzz is printed books are going to be obsolete soon. But are they? When the computer was introduced, people feared that jobs will decrease, but the opposite actually happened: computers created more jobs. Perhaps, the same will be true to books. There will be no complete replacement of books in the foreseeable future.

Thereâ€™s a reason to rejoice. This means that your marketing bookmarks will still be useful. If you want to put your brand in front of your customers for a long time, customized bookmarks are the perfect choice. You can print them with your marketing message and distribute them to your target customers. Every time people use them, they will be constantly reminded of your brand and business name.

Of course, in order for your bookmarks to be successful, you need to make sure that they are designed well. To help you do that, follow these simple tips:

1: Figure out your goal. You need to first determine what you want to achieve with your bookmark. Is it to promote a new product, launch a new branch, or simply put your brand in front of people? Knowing your goal will help you create a focused bookmark. This will keep you stay on track so you accomplish all your marketing goals.

2: Keep your design and message simple. Donâ€™t bombard your readers with too many details. Remember that there is only limited space on your material. Just include the important details so you can effectively convey your message. Donâ€™t confuse your target audience otherwise they will simply discard your material.

3: Make it colorful and creative. The best way to stand out is to make your design colorful and unique. Use the right colors that will convey the right meaning to your readers. Also, you can create unique shapes that will help make the material look catchy. You can use die cutting to create the unique shape, but remember that this will cost you extra so ensure that you have the budget for it.

4: Hire a good printer. Donâ€™t sacrifice the quality of your bookmarks by printing them on your own. It is always best to get them printed through professional print shops. There are various print shops in the market these days. Do a thorough research so you find the perfect printer for your need.

5: Distribute them well. If you bring them on trade fairs or conferences, make sure that you hand them out to the right target market. You can also hand them out on the street, but remember to know first where most of your target customers are. This way you are sure that the people who receive your material will likely response to your message

6: Think of your existing customers. Donâ€™t just print bookmarks and give out them out to new customers; you also have to consider your existing customers. After all, itâ€™s will so much easier to convince them to buy again than convincing a new customer to buy from you.

Take time to plan your bookmark campaign so it will be as effective and successful as possible. With well crafted bookmarks, you can surely achieve increased loyalty and new customers, which will help sustain the success of your business.

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