Article published on December 9th 2011 | Advertising

Today's marketplace is filled with strong competition. And with increasing global presence of many businesses, you are not only going toe to toe with another shop in your community, you are also going against bigger companies from other parts of the world. To keep your business in the minds of your target customers, you need to be creative in your approach. One way you reach your customers is through the use of personalized greeting cards.

A holiday greeting cards from most businesses tend to be impersonal. To avoid going that route, here are a few tips to ensure your personalized greeting cards make your customers feel your sincerity and how much you truly care:

â€¢ Brand your greeting cards. Any company presents a distinctive logo or mark that best characterizes their business. Usually incorporated on business cards, stationeries and other sales literatures, the logo enhances brand identity as well as promotes company visibility to establish strong market presence. When you include your logo in your personalized greeting cards, you are not only telling the recipients that it is you who sent the cards, you are also promoting your brand in a way that does not interfere with your aim of sending holiday wishes.

â€¢ Avoid talking about your business in your holiday greetings. It's alright to include your company name or logo but keep other business matters away and save them for a separate material. Make your holiday messages heartfelt by expressing your appreciation and good wishes to your customer/recipient for the coming year.

â€¢ Make sure that you are aware of the various ways people commemorate the holiday season, for example Christmas and Hanukkah. Just include a general greeting like Happy Holidays, unless you are sure about your recipientâ€™s religious background. Then, add your short note for added personal touch.

â€¢ Give special attention to your message. The personalization of your holiday greeting cards depends on the level of your business relationship with the recipient. For example, if the recipient is a long-time customer that you personally know, you may write a casual note on the card. If you are sending the cards to potential clients, then write an appropriate message that hopes for a future business with them.

â€¢ Personally sign your name on all your greeting cards. The point of personalized greeting cards is to make the recipients feel the sincerity of the sender. Your handwritten signature will show your customers that you are sincere enough to take the time and sign the cards.

Aside from allowing you to extend your greetings to your customers, the holiday season is also a great time to convey your gratitude for their support to your business. The above tips should help you personalize your holiday greeting cards. Personalized greeting cards are effective means of reaching your customers so make sure that they are well-designed and your messages are written with sincerity. The gesture may be simple but it shows that you have your heart in the right place. It adds a human touch to your business dealings.

Article Source:
http://www.articleside.com/advertising-articles/how-to-personalize-your-holiday-greeting-cards.htm - Article Side

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Martha Killian has been writing articles online for about 2 years now in a trusted printing company. You can also visit this website for more practical ideas about printing a personalized greeting cards and experience professional touch on your holiday cards for your personal direct marketing.

Article Keywords:
personalized greeting cards, greeting cards, holiday greeting cards

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