Launching a Cost-Effective Door Hanger Marketing Campaign

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Article published on March 6th 2012 | Advertising

Big businesses often spend months planning their marketing campaign. They continuous rework on their plan until every thing is hammered out. This they do to ensure that their marketing program will let them get in touch with their target audience effectively. But what if you donâ€™t have a lot of money to create a massive campaign? What if you canâ€™t afford to launch your own custom marketing program? What possible options do you have?

There is one tool you can use that will help you put your business in front of people and encourage old customers to come back againâ€”the door hangers. This material requires only minimal preparation. You donâ€™t have to invest a fortune on it. If done effectively, it will help boost your business within weeks.

Promotional door hangers can actually be used to promote a product, service, or information. They are a convenient way of dispensing your message to all your target audience. Even with limited budget, you can already create an eye-catching and impressive door hanger template. Often, a door hanger will serve as a mini poster or billboard. It will put your message and contact details in front of people. Of course, you have to make your hanger exceptionally impressive so it will be captivating.

If your target market is your local community, you can easily hand out your hangers. You can go from house to house and leave the hanger on doors. You can also hand them out outside your store or give them to everyone who comes into your store. If you will be mailing letters, you can also consider including the hanger on them. Tradeshows and networking events are also perfect places to distribute your hanger. You can think of other distribution strategies; just ensure that you are giving out your hangers to the right people.

It can be a bit challenging at first to create and design your custom door hanger, but there are ways you can do make the process easy. For instance, you can check out online printing sites and look at their catalog of different door hanger templates. There will surely be a template that will fit your need. However, if you donâ€™t want a generic template, you can always opt to create your own unique design. With a little creativity and imagination, you can already come up with your own unique design. You can also ask the help of a trustworthy designer to help you with your design.

If you are done with the design, ensure that the print job will be done by a reputable printer. Although you consider in-house printing, getting a professional looking door hanger requires professional printing. A lot of printing companies are available both online and offline these days. Find the one that will give you the best value for your money without sacrificing the quality of the job. Research well so you can print door hangers in the best possible way.

Sure, door hangers look like an old marketing tool, but its handiness makes it an ideal marketing tool. It will put your contact information in front of people and help you achieve wide market exposure. Talk to your trusted designer and printer to help you create your own remarkable door hangers today. They will help you put your business in front of people without breaking the bank.

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The author is affiliated with a company that offers
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http://www.printplace.com/templates/doorhangers.aspx

Article Keywords:
print door hangers, door hanger template

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