Print Marketing Tips: Getting more Bang for your Buck by Robert Johnston

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People basically patronize a product or service because of effective marketing. If a business is able to effectively convey to people the benefits and value of the products or services they provide, it is likely to win peopleâ€™s support. And if they communicate consistently with their customers and prospects, they will surely keep a profitable base of loyal customers.

However, the common worry of a lot of businesses is the cost of marketing. Because it needs to be done on a regular basis, they need to invest a lot of money on it. They often assume that only big businesses with a huge budget succeed in business. Yet, there are small businesses that have successfully made it big in the industry. In fact, most of the big businesses all started in small beginnings. It was only through their perseverance and ingenuity that they were able to made it big.

There are good marketing strategies you can be done to promote a small business effectively but affordably. One such strategy is print marketing. Making use of printed materials to communicate with people is still effective these days. There are plenty of ways that can be practiced to save on printed marketing pieces. Here are some of them:

Ã˜ Create a universal template. When different materials will be used such as flyers, postcards, and posters, using the same layout will help cut the design cost. A designer or online printer can help create a template that has the generic elements which is important on all marketing pieces.

Ã˜ Design a simple layout. A material doesnâ€™t have to be overly creative in order to be effective. It will be best if a simple design is used in order to deliver the message clearly and directly.

Ã˜ Keep the images to a minimum. One image is enough to deliver a message especially if there is only limited space on the material. Itâ€™s recommended to use just one big image rather than several small images to keep the design and message focused.

Ã˜ Limit the colors used. Color printing can be expensive to startup businesses. To save on color printing, use only two or three colors on the materials. Getting advice from the printer can also help cut the costs in printing materials in color.

Ã˜ Print in large quantities. If there is huge need for the material, printing in bulk is a good option. Some printing companies provide discounts and special promos for large orders. However, bulk printing should only be done for the right reason. If it will be availed just to get the discount without really a need for a lot of copies of the material, it will only result in expense rather than savings; hence, the reason should be appropriate when availing of this printing option.

Ã˜ Review the mailing list. A targeted campaign will generate good results. The mailing list should be constantly updated so bad addresses and unresponsive customers will be taken out of the list. This will save money on mailings that doesnâ€™t produce results at all.

It can take some time to achieve the response expected, but with consistent marketing promoting brand awareness can be done effectively. Thereâ€™s nothing wrong with starting small. In fact, making use of printed marketing materials is a good start for small businesses. With impressive and compelling marketing pieces, the response and attention desired will be achieved eventually.

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