Reach out to Your Customers with Custom Greeting Cards

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Article published on December 7th 2011 | Advertising

Customer loyalty is what all businesses are trying to achieve in their marketing efforts. With todayâ€™s tough market, it is very crucial for companies to develop a strong customer base. For your own venture, this will ensure that youâ€™ll get steady sales and income. Maintaining your set of loyal customers need not be pricey, though. If you are a bit low on budget, one cost-effective material you could invest in is custom greeting cards.

They may be simple but custom greeting cards are powerful marketing tools. They donâ€™t just provide you with the means to reach your customers, they are also useful in establishing strong and long term business-client relationship.

If you are producing your own custom greeting cards for the first time, below are several tips that you will find helpful:

â€¢ Opt for a unique yet relevant design. If you want to use an eye-catching design, you must be sure of its relevance to your line of business. You canâ€™t just create any design and expect it to effectively engage your customers. The message you are trying to communicate is not limited to the actual note that the card contains. The design of your custom greeting cards is also valuable in conveying your marketing message and your brand identity. Keep in mind that the appropriate design can make a difference in your marketing campaign, so consider your choice of design very carefully.

â€¢ Avoid making a sales pitch. Remember, your custom greeting cards are made to send wishes and greetings. Do not use them to push a sales pitch in front of your recipients. If you want them to get in touch with you, a better idea is to include your contact details along with your business logo on the back of the card.

â€¢ Let a professional printer handle the printing. It is important that you custom greeting cards are of high quality so make sure to produce your cards professionally and not just through your office printer. A well-made, professional quality card can leave a better impression on your customers. They will appreciate the effort and attention you put into getting the cards printed so make sure to invest in professional printing.

â€¢ Send the whenever thereâ€™s a special occasion. Do not limit yourself with Christmas greeting cards when you can also send cards on Thanksgiving and New Yearâ€™s Day. While we are on the subject, while not consider sending cards for every other special days such as Valentineâ€™s and Fourth of July? You may also choose to send cards on a customerâ€™s birthdays or anniversary (simply check your customer database regarding such details). It always pays to go the extra mile.

Customers appreciate it when they are given special attention. Take advantage of custom greeting cards to make your customers feel special and let them know how grateful you are for their support. Aside from these, greeting cards that carry the right message and relevant image allow you to increase your brand visibility without spending so much of your marketing dollars.

Article Source:
http://www.articleside.com/advertising-articles/reach-out-to-your-customers-with-custom-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 custom greeting cards and experience professional touch on your holiday cards for your personal direct marketing.

Article Keywords:
custom greeting cards, greeting cards, holiday greeting cards

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