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Useful Ideas for Custom Greeting Cards

by Martha D. Killian

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Generally, people buy from businesses that they like and can relate to. This is some form of personal connection that business owners should not fail to take into consideration in their relationship with customers. Otherwise, they run the risk of losing even their most loyal clients to somebody elseâ€™s business. During the holiday season, one way to maintain that connection is by sending customers your own custom greeting cards.

Most people appreciate it when they receive Christmas cards. Imagine your customersâ€™ delight when they receive cards from you. They will surely appreciate the gesture as they are more probably used to getting direct mail pieces and other junk mails from different companies. More importantly, they will feel special knowing that you truly value them for their support.

To make your custom greeting cards more meaningful to your customers, here are a few ideas that you may want to try:

â€¢ To add a personal touch to your cards, you may choose to take your own pictures. You may include a photo of your staff or office but a better idea is to use your own photos of landscapes or local landmarks. Let the customers know that you took time including a description of the photo and phrase such as "Photo taken by," followed your logo on the back of the card.

â€¢ Write your own holiday greeting. Since you are using custom greeting cards, you may choose to print your greeting before your message of gratitude or leave a blank space where you can write a short note telling the recipient how you value their business.

â€¢ Another great idea is to use custom envelopes. Have your logo and return address imprinted on the envelope but make sure that the recipientâ€™s address is handwritten by you or someone in your staff for added personal touch. This will ensure that your customers will open and read it since they know that the mail is from you and not just from some solicitor.

â€¢ While you may choose to print your custom greeting cards using your trusty desktop printer, getting the services of a commercial printer would ensure that your cards get the highest level of quality. This also gives your custom greeting cards a professional feel. A printing company will not only help you create excellent custom greeting cards but could also assist you in creating the design.

To maximize the impact of greeting cards, send them not only during the holiday season but also at different occasions throughout the year. A personal note to let customers know how important they are to you can go a long way. The connection you are building will eventually result in gaining loyal customers who feel appreciated. Remember that customers who are appreciated and valued are sure to keep coming back for your product or service.

A simple gesture such as sending cards will help your business establish a close business relationship with your customers. With custom greeting cards, you can show your current and prospective customers how much you care about their needs.

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Martha D. Killian - About Author:
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.

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