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A decade ago, purchasing an ad on the Yellow Pages is the easiest way to generate new customers and clients. This trusty book is the place they look for when they need a plumber or they are looking for a good place to dine. Billboards and print ads are also good materials for small business marketing. Back then, these materials are the best techniques to use when businesses want to gain more new customers or encourage repeat sales.

These days, the market has greatly evolved. The Yellow Pages has moved to the Internet and everything seems to be quicker and easier online. The change is radical that business owners are left to learn the new strategy at once so they can keep up with the changes. Does this mean that traditional print marketing is dead? Absolutely not. Itâ€™s good not know that print marketing is still effective these days.

If you want to get in touch with your customers and clients in a simple but memorable way, printed materials can help you. Take the stickers for example. These are simple materials but if done well, they will instill your name and brand on peopleâ€™s mind. You can design your sticker anyway you want as long as it will represent your business best. Hereâ€™s a quick guide on how to best design your sticker.

Ã˜ Use a durable paper that wonâ€™t easily tear off. Stickers donâ€™t use ordinary paper. It has to use a paper that is covered by a thin film that will help keep it from getting damaged easily. If you donâ€™t know which kind of paper to use, ask the assistance of your designer or printer.

Ã˜ Donâ€™t overcrowd you sticker with too many texts and design. Remember that space is limited. You donâ€™t have to put a lot of details on your design. The simpler the sticker is the easier people will understand your message. Just include the necessary details so you donâ€™t confuse your readers.

Ã˜ If you intend to use your stickers on your products, itâ€™s best to use vinyl stickers. This will make the material more durable and attractive.

Ã˜ Be sure to put your logo on your sticker. In fact, you can design a custom sticker that only has your logo in it. This will help promote your brand well.

Ã˜ Find a good printer to create your logo. Make sure you donâ€™t waste money on flimsy stickers. Find a printer that you can trust online or offline. If you want ordering convenience, you can look for an online printer. If not, you can work with a trusted local printer.

Ã˜ Make them attractive and eye-popping so they will easily grab attention. Use attractive colors and include a captivating image. But remember that space is limited so make sure that you only include the important design elements on your sticker.

Well designed stickers will bring good results to your marketing campaign. They may look an old-fashioned tool but they will give you the market visibility that you desire. Next to business cards, brochures, and catalogs, itâ€™s worth investing on sticker printing to put your business in front of people. Include this material on your list so you can enjoy the great benefits it will bring to you.

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