Article Side

Win Customer Response through Effective Promotional Bookmarks by Andrew Michaels

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For years, business cards, brochures, and postcards have always been the popular forms of print marketing. Every business has one time or another invested on these materials. Thereâ€™s no doubt that these materials are effective in getting your business in front of people. However, one notable tool has been constantly disregarded amid the hype on these materialsâ€”the bookmarks.

Itâ€™s easy to ignore bookmark printing considering that it is small, simple, and non-standard marketing tool. If business owners are to think about marketing tools, the bookmark always falls at the bottom of the list. Yet this seemingly simple tool actually packs serious promotional punch. It is perfect for any kind of business, whether it is small or big, startup or established. If you want to get better market exposure and stay in touch with your customers in a subtle but long-term way, this material is perfect for you.

The following are good strategies to help you with your promotional bookmarks:

1: Pick the perfect design. If you want a themed bookmark, pick a theme that will fit perfectly with your business or the message you want to convey to your target audience. If you are out of ideas on how to design your bookmark, you can look at templates or the bookmarks used by other companies. If you donâ€™t want the hassle of creating your own design, hiring a graphic designer will be your best option.

2: Make it colorful. A colored bookmark will always catch attention easily. If you want a visually appealing material, opt for color printing. Be careful though with your choice of color. You have to ensure that you are using the perfect color that will suit best with your business image and brand. Remember that each color represents a meaning. It will help to understand each color first before making a choice.

3: Make it legible. The font you use will greatly affect the legibility of your bookmark. Make sure you use only simple fonts so the texts can be read easily. You donâ€™t have to use fancy fonts. Leave that to your other marketing pieces. If you arenâ€™t sure of the right font to use, look at other bookmarks or better yet ask your designer or printer.

4: Be a little creative. Instead of creating the standard rectangular bookmark, you can consider unique shapes that will add to the unusual appeal of your material. You can do die cutting or embossing to give out a unique impression. There are other unique techniques you can do, but remember that they will cost you extra so make sure you have the budget for it.

5: Go for glossy printing. Images look better if they have a glossy finish. If you want to make the picture sharper, go for glossy printing. Be sure to check if the printer offers high quality glossy printing to ensure you get the best results.

Well designed and printed bookmarks will deliver good results. Give all your best on your bookmark to generate the response that you need. Donâ€™t hesitate to get professional help to ensure you print bookmarks in the highest quality. Whatever the season or your need is, bookmarks will surely be perfect for your marketing campaign. If you want to gain good marketing advantage, be sure to include the bookmarks on your list.

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