Compliment Slip: Expand Brand Value by James

Article published on November 30th 2011 | Business

Many business are aware of their esteem clients, business associates and suppliers who helps in lifting their business and therefore maintaining cordial relationship with them is the must. Undoubtedly, compliment slips are one of the most effective and reliable promotional tool which easily meet your marketing goals by steadily reminding your clients. They work properly in increasing brand image and trust on your clients.

A compliment slip should include the following contact details for the company:

=> Speak to all significant places of business if produced for each individual branch.

=> Reception phone number

=> Office fax number

=> Company registered domain name

=> Reception email address

Companies use compliment slips in many different ways to establish particular style of brand image. Thatâ€™s the reason they adopt an advertising policy whereby all their marketing material is produced in generic, shades, design, slogan and identical colors. Letâ€™s have a look over several ways that ensure how this promotional tool assists in creating a recognizable and trusted image of an organization:

=> Company name â€“ It is very much important to ensure that the company name is clearly displayed within the compliment slip. People absorb all the mentioned information with the company name. Over all, the brand will be promoted in the industry.

=> Company logo â€“ Inclusion of company logo in printing compliment slip is the wise idea to market your brand and services you are offering. So, every time a compliment slip is posted, means marketing activity have been completed.

=> Coloring and shading â€“ It is good to ensure company information in certain colors. The compliment slip follow a set format which make ease to the reader to go through the written information one by one.

=> Corporate slogan â€“ Using appropriate slogan, motto or philosophy and placing it ideally always help in gripping attention of the reader.

Some vital points that need to consider in printing compliment slips include:

1. Vital information like company logo, contact details, email address, company name and so on.

2. Should be crafted creatively and innovatively so that can easily increase the brand image.

3. Use of appropriate salutation and by adding a personalized handwritten note.

Article Source:
http://www.articleside.com/business-articles/compliment-slip-expand-brand-value.htm - Article Side

James - About Author:
For more information about a Online Printing, please visit www.utharaprint.com

Article Keywords:
Compliment Slips, Online Printing, Cheap Compliment Slips, Printing Services

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!