Adding a Little Creativity in Catalog Printing

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No business succeeds without effective marketing. It is a prerequisite in running a business, so you should never go without it. It can be overwhelming at first to market your business, but once you know what works for your business, the entire campaign can very easy for you. Of course, it is crucial that you make your campaign fresh and exciting. With the tough competition in the market these days, it is crucial that you look for ways to stand out from the crowd.

One great way to stand out these days is through catalog printing. Sure, this material looks old school, but if designed well it can be your most priced marketing tool. It will take your business to a whole new level. If in the past you have been ignoring this material, it is high time you discover its wonders. To help you get creative with your catalog design, here are some tips you can consider:

1. Make it a hide and seek game. For instance, you can hide you logo on the pages of your catalog. Tell your customers to find it to win special prizes. You can provide clues on your website to encourage people to join the game. Be sure to hide your logo well to make the game challenging for your customers.

2. Tell a story and make it look like a series. One of the best tricks to engage people to your material is to create an ongoing story, the same as those TV series they like to watch. You can print part one of the story in your first catalog and the rest of the story in the succeeding print outs. Make sure to keep the story interesting so people will be hooked to it.

3. Make good use of the typos in your catalog. Tell people to look for the typos in your material. Say, the first five to find the 10 typos in your material will win a special price. Specify the prize they will so to encourage them to get involved in the game.

4. Let your customers be a part of your business. Why do not you let your customers model the clothes you sell? Advertise an audition. Tell your customers and prospects that whoever gets pick will get the chance to be seen on your next catalog. This is a great way to give your customers a personal part in your business.

5. Get creative. Who says your catalog should look like the standard flat, paper catalog we have been used to? Use your imagination to come up with creative ways to make your material stand out. For instance, you can make your catalog into a scroll. It has to be mailed in a tube so the scroll effect will look real as possible. You can think of other creative designs to make your material look captivating and amazing.

6. Give your material to everyone. Mail it to everyone in your list. Hand it out to your friends, family, and colleagues. Bring it in front of all your potential customers so you can get the best response that you want.

A little creativity is what you need to make your custom catalogs look one of a kind. You can always get ideas from catalog samples on the Internet. Just make sure that you are creating the perfect design and gimmick that will attract your customerâ€™s attention.

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