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Boost Sales While Reducing Costs of Catalog Printing by Janice Jenkins

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The most important goal of marketing is getting your business and the products or services you offer in front of your target customers. If you can do this effectively, you are sure to get the return on investment that you desire. The biggest question now is how do you put your business in front of people? There are a lot of marketing materials you can invest in that will help you do this, and perhaps one of the most important among them is the catalog.

Catalog printing is actually a simple but important marketing tool. If is one of the effective means of promoting the products or services you offer. Even if you already have an online catalog, it is still important that you have a printed version of it because there are customers who still prefer to look the printed catalog before they make their decision. If you do not have a printed catalog, you can be missing a lot on sales opportunities.

In for your catalog to be effective, you have to design it creatively. You need to make it look enticing so people will pick it up. Fortunately, creating an effective catalog these days is no longer difficult and expensive. Even with a minimal investment, you can already come up with dazzling and high quality catalog. The following are simple tips to follow when you want to create your own low cost but amazing catalog:

1. Make the cover impressive. Because this will be the first thing people will see of your material, it is crucial that the cover is designed to impress. You can use big images and bold colors to leave a lasting impression, however, you have to make sure that the design you create is appropriate to your business image.

2. Make the content easy to read. This means using simple words and fonts to make the texts legible. If you will include descriptions, make sure to keep it brief and informative. Keep in mind that you are not making a novel here, so do not try to overwhelm your readers with too much information.

3. Use a captivating and mind-boggling headline. If you want to pique the interest of your target customers, a strong headline will help you do that. It will be best if you put benefits on your headline in order to show your target audience what is in store for them.

4. Pick high quality paper. To convey a professional image, you need to make sure you use heavy duty and thick paper. A lot of paper styles are available these days, so be sure to make a research first. You can also ask your designer for the right type of paper to use on your material.

5. Make the call to action strong. You have to tell your customers what they need to do next in order to encourage them to take action at once. If you can include discounts or rewards with deadlines, that will surely solicit immediate response.

6. Get your materials printed well. Work with a printer that has proven track record in the industry. A little research will help you find the right printing company. Be sure to ask for catalog samples from the printer to determine the quality of job the printer is capable of.

These simple tips are easy enough to follow so make sure you consider them on your next catalog campaign.

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Janice Jenkins - About Author:
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