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Catalogs remain great revenue generator for businesses. Whether you run a small or big business, the modest catalog will help bring in customers into the business. Even if online catalogs are widely in use these days, people still ask for the printed version before making a decision. If you want to promote better to your customers and clients, be sure to include custom catalogs in your marketing campaign.

Aside from the typical catalog, you can opt to create a seasonal catalog such as Christmas and Halloween catalogs. These will help bring more sales into your business during the peak seasons. Although seasonal catalogs will basically look the same as standard catalogs, there are some important considerations you need to think about. Here are some of them:

1- Use a theme. Because you will be creating a themed catalog, you might want to use a theme. Of course, the theme must match the season. Make the cover and the inside pages look appropriate to the season so you can effectively create a high impact catalog. If you don't know how to choose a theme or create the design, hire a credible graphic designer to help you.

2- Put a strong call to action and limited offers. Encourage people to take action at once by providing limited offers. This can be a discount or reward which people can only avail of for the season. Make sure to stress the time constraint to create a sense of urgency.

3- Think of your target customers. If you are creating a Christmas catalog, make sure you include offers or products that your target audience will be interested in. Focus on the products that will most likely sell during this season. Be sure to consider your customers when creating the design or offer so you can easily influence them to take action.

4- Include only what is necessary. Don't make your catalog too bulky and overloaded with too much information. Include only what is important. Think of the information that your customers will most likely be interested in and put them on the layout. All other unnecessary information should not be present on the material.

5- Get your color catalogs printed well. Look for a printing company that will understand your need. Research well so you find the printer that will help you maximize your budget. Because there are plenty of print shops today, be careful with your choice. It will help to read testimonials and reviews first to know what other people say about the printer you are considering.

6- Order them on time. Season catalogs are only good for a certain period of time. This makes it important to create, print, and send them on time. It's best if you set up a plan so you can effectively time your campaign. This will help you ensure your catalogs reach your target audience on time.

7- Send your catalog printing to the right people. Your mailing list has to be targeted so your effort will all be worthwhile. If you don't have a good list yet, better start creating one or rent one from a reputable list broker.

These simple tips will help you get the most out of your seasonal catalogs. Follow them well so you can effectively come up with your impressive promotional catalogs.

For more info visit Catalog Printing at <http://www.printplace.com/printing/catalog-printing.aspx>

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Cyrel Russer is a dedicated writer about a [catalog printing](#) in a leading company. He is also determined to enhance his interest by developing exclusive a [custom catalogs](#).

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