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Here is the usual, boring scenario: A sweaty and tired employee standing on a corner, begging people to acknowledge his presence. Acknowledgment would mean accepting a flimsy piece of paper from him.

This marks the start of the usual short journey of a flyer into the nearest trashcan. The problem is that people have grown bored with how commercial printing products are normally used, and even with an excellent commercial printer, there is no guarantee that flyers will be significantly effective in the end. Thus, in an effort to get out of the publicity rut that most businesses run into, here are some suggestions on creative ways to make use of flyers, the number one marketing tool in use these days.

1. Scatter shot - I may not be an expert in psychology of any sort, but I am pretty sure that the more you press people into doing somethingâ€”say reading a flyerâ€”the less they are inclined to actually do what you want. It is better to think of ways to distribute your flyers without seeming desperate with your publicity, such as forgoing the tired-employee distribution method. Instead, try leaving small batches in places with high pedestrian traffic and just let people be lured into getting your flyers on their own. In short, perhaps scattering your flyers randomly around your area may be more effective than hand-to-hand dissemination.

2. Flyer planes - What are flyers for if not to fly? Have your commercial printing company produce flyers that are specially designed to be turned into paper airplanes. This way, you can spread them around parks and other crowded places where people are likely to catch them. This is especially effective for businesses that actually have something to do with planes or something to do with childrenâ€™s toys. Flat flyers are outdated and boring, so put a little spin into your flyer designs that would make them unique from the others. Just try not to make it seem like your flyers are merely toys, which do not have any other use than, for playing; remember that your main aim is to advertise your business and to disseminate information.

3. Flyer raffles - Here is a cool idea to give people more incentive in keeping your flyers. Why not turn your flyers into special raffle coupons that will give customers the chance to win special prizes. If not, you can simply make your flyers more interactive by creating a game that people can play using them. The point is to keep customers as interested as possible in reading what your company has to offer by putting certain spins into things. People may not enjoy being given flyers at random moments, but if there is one thing that is true, it is that people enjoy winningâ€”a lot.

Here are but some ways to put a creative aspect into disseminating your commercial printing flyers and publicizing your business. If you need more information, you can simply approach your commercial printer and see what they have to offer concerning the things mentioned above. If you are going to commercially print flyers only to use them in the normal, boring way, maybe you should just forget about it.

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[Kaye Marks](#) - About Author:

Kaye Z. Marks is an avid writer and follower of the developments in a [commercial printing](#) by a a

[commercial printer](#) that help businesses in their marketing and advertising campaigns.

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