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Turning a Simple Bookmark into a Valuable Marketing Tool by Andrew Michaels

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Business owners are constantly bombarded with the challenge to make their marketing campaign more effective. Because itâ€™s important that they put their business in front of their target audience, they need to find the best and most affordable way to get the word out. However, marketing is not always an easy job especially when you are just starting out. There are a lot of things to consider and a lot of decisions to make. It is easy to get confused and frustrated when you donâ€™t get the right marketing campaign the first time.

IF you want the easy and affordable way of marketing a business, you might want to look into the traditional marketing pieces. Now these materials donâ€™t look as impressive as their modern counterpart, but they prove to be effective in delivering marketing messages. One good example is bookmark printing. When you hear the word bookmark the first things that often comes to mind are books and libraries. But bookmarks are not longer confined to marking books these days. They are now used as effective marketing tools. A well crafted bookmark will help put a business visible for a long time. As long as people have it with them, they will be constantly reminded of your business. Here are some ideas to help you come up with memorable promotional bookmarks:

1- Personalize your design. Create a design that people will remember. Through there are templates you can use a custom design will look more interesting and memorable. You can create any look you want, include the graphics you desire, and use the brightest and most attractive colors that fit your business best. You can ask the help of graphic designer to create the perfect look for your customized bookmarks.

2- Turn your bookmark into mini leaflets or postcards. Putting important details on your bookmark will help capture peopleâ€™s attention. Aside from the standard contact details, you can put tips, ides, and quotes on the template. A funny quotation will surely be loved. Use your creativity to turn your simple bookmark into a compelling leaflet or postcard.

3- Use them as invitations. If you have an upcoming event, you can turn your bookmark into an unusual invitation. Instead of creating expensive custom invitations, use your creativity to turn a bookmark into a unique invitation.

4- Make them your business cards. When meeting your people and exchanging contact details, you can use your bookmark as your business card. Because people will constantly use the bookmark, they will be reminded of you at all times. Just make sure you include all pertinent contact details on it so people can easily contact you. Your logo and tagline should also be included in the design.

5- Make them as souvenirs. For every customer that come to your store or those who buy from you online, a uniquely designed bookmark will serve as a good souvenir. Include it in the package so your customers can have something from you that they can keep.

Your imagination is the limit in creating the bookmark that will bring your business to greater heights. As a versatile material, you need only little cash to create something really special out of this material. Invest in your own customized bookmarks today and see what it can do to your business.

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