

CIRCULARS

Circulars are a cheap, efficient, and robust method of communicating or sharing information with employees and customers. It is also known as fliers but is essentially a letter containing crisp and crucial information to be distributed among a large number of people. Additionally, it can also be used as a cost-effective mode of advertisement. A major advantage of circulars is that minimal manpower is required to draft and distribute them eventually. The dependence on the factor of distribution can be considered a major disadvantage of circulars.

ADVANTAGES OF A CIRCULAR

1. Circulars are not considered an unnecessary disturbance because people (employees/customers) can choose to read them in their free time
2. Since circulars do not contain unwanted information, there is minimal chance of confusion among the readers
3. It does not require costly infrastructure while making a circular
4. Circular may be the best time-efficient method to pass a message/information among a large section of the population

****USEFUL TIPS ON MAKING CIRCULARS EFFECTIVE***

1. The heading is the key to an effective circular. Hence, come up with a heading that can be catchy but conveys the message incorporated in the circular
2. Attention must be paid to the design elements to attract the initial attention of the target audience
3. One must select the target audience