

Title:

POSTCARD PRINTING AND DESIGNS

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506

Summary:

To get your business noticed in a highly competitive market, you must make a bold business statement with postcard printing and designs. The most noticeable --and least likely to be tossed--postcards are those with full color and eye-catching designs. In creating your postcard, make sure the recipient can easily read your message without unnecessary clutter.

Keywords:

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Article Body:

To get your business noticed in a highly competitive market, you must make a bold business statement with postcard printing and designs. The most noticeable --and least likely to be tossed--postcards are those with full color and eye-catching designs. In creating your postcard, make sure the recipient can easily read your message without unnecessary clutter.

If you're in the type of business where there are several similar businesses in your area, you must have an attention-getting advertising strategy. Getting--and staying--a step ahead of the competition can often make the difference in the survival of businesses of any size, particularly small businesses. If you have a home business, it's very important that you advertise in a way that gets you in the minds of potential customers or clients.

### Bold Postcard Printing and Designs

Postcard printing and designs can help you launch a major advertising campaign that can have a dramatic effect on your business. Let pictures speak and use bold letters in your design. Your prospective clients are more likely to remember a picture than a slogan, so take advantage of the high-end graphic designs that are available at most postcard printing companies.

The type of font plays an important role in getting your message across. Some fonts are flowing and easy to read, while others appear cluttered. Look at your

postcard design at a comfortable distance and make sure it can be read easily. You want to remove any obstacle to catching the attention of your targeted audience.

Business postcard printing can help you create an effective marketing campaign to promote your business or services to the public. In fact, many companies routinely send out postcards as a way of promoting special events or discounts to potential customers. You must provide a postcard that gives the customer the feeling that your company is better than the competition, and offer an incentive to frequent your business.

Postcards can be especially effective when employed as appointment reminders. Physicians, dentists, legal services, salons, and others routinely take appointments far in advance. Since most people are rather busy, it's easy to forget an appointment--and that can be costly for the provider. Sending a postcard reminder is an easy way to prevent missed dates, as well as a valuable investment.

#### Business Postcard Printing Tips for Success

Printing in vivid color gives postcards dynamic eye-catching appeal, making it hard to just toss them in the trash as unsolicited mail. Your message will be clearly defined on the postcard. Whether you're reminding your clients or patients of upcoming appointments or events, or you're reaching a new customer base, use tastefully designed business cards. You want your audience to see you as a high-quality business professional.

Even though it costs a little more for printing and postage, a larger size business postcard, such as 6 1/8 by 11 1/2 inches, will give room for a detailed message and dramatic graphics. Using color on one side and printing in black and white on the other will help in cost reduction to stay within a budget.