

Simple Rules to Follow in Calendar Printing

Calendars are perhaps among the most underutilized marketing materials today. With businesses using social media and online marketing these days, the old way of promoting a business has been forgotten. But sometimes, the old-school strategies serve to be more effective than the new strategies. So, the next time you are planning your marketing campaign, why not include the custom calendars in your strategies and see what they can do to your business.

However, before you create your business calendars there are important design rules you need to think about. They are the following:

Decide how many pages you would use for your calendar

Would you be using a one page per month or one page for the whole twelve months style? This will affect how you design your calendar and how much the printing will cost. So, before doing anything else in your materials, it's important that you decide first on the number of pages.

Choose the images you will use carefully

Keep in mind that the image is among the most important elements in your calendar. It is the first thing that your customers will look at. This makes it critically important to choose the right blend of images to use in your materials. It would be much easier for you to pick the right images by working with a theme. It can be the different seasons, football starts, or the products you offer. If you would be using your own products, make sure you find a good photographer that will take the pictures. The images have to be high quality and high resolution so they come out looking great in your calendar.

Be sure to maximize the space in your material

Your calendar is not simply a material with numbers and images. It is also the best material you can use to deliver your marketing message to your customers all year round. It doesn't matter how you design your material, what is important you communicate your message as effectively as possible. Make sure that the images and texts don't overshadow each other. There has to be balance in everything that you put in your material. As much as possible, it's best to stick with a simple design. Take away the unimportant elements and just leave the important ones so you don't overcrowd the space. Just be sure to make the best use of the space. After all, there is simply not enough space in a calendar to contain all your details and message.

Put a call to action in your calendars

How? By turning them into a display of your previous works or your top products. Say you are a printing company. Why not put in the calendar templates your best works. This way people will see the quality of your job. Put in there when the work was done, to whom it was done, and other details. When people see your work and get impressed, they will make your calendar the basis of hiring you in their next print job. In the end, this will boost your credibility and the trust of people in you.

For the whole year that your calendars are displayed, there would surely be a lot of people calling you and inquiring about your products or services. They would want to get the same quality of work others have enjoyed. That's how simple things would work for you.

About the Author

Troy Duff works as a businessman and currently runs a printing company that offers [calendar templates](#), banners, magazines, flyers, door hangers, [custom calendars](#), custom printer and other printed ads.

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