

PROMOTIONAL MATERIALS YOUR BUSINESS NEEDS

□ Business cards

No ifs, ands or buts about it—business cards are an absolute must, no matter what your business is. There is no need to spend a ton on fancy cards or a professional logo; sites like Vistaprint make business cards and other promotional materials affordable and accessible to everyone.

□ Brochures

If you are a business that offers many different types of services that you feel need to be explained to potential customers, then consider brochures. However, since they're pricier, make sure they are a fit for your business and will get good use.

□ Postcards

A promotional standard, the postcard can be used for more than just mailing. And for many different purposes, such as promotions, sales, and special events.

□ Swag

Consider items that potential customers could use in their everyday lives, such as pens, magnets, cups, drink holders, bottle openers, etc. Before you shell out cash on these items, think about what will be a good match, and most importantly, if people will actually look at what's on the item. For instance, will they even notice what's on the pen they're writing with?

□ Signage

Posters, pull-up banners or marquees are larger-scale items that help you decorate your environment with your brand. If you often host or attend events, or you have an office or store space that you want to make more recognizable, signage is a great option on a variety of budgets.

□ Uniforms & apparel

Deck out your staff with branded clothing to proudly display your logo while they're working or out in the community. Or give them away to customers so they're reminded of your business every time they throw on a t-shirt or hat!