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# **Information On How Door Hangers Could Be Applied To Get New Customers**

Attracting people's attention in the modern world can be very challenging for businesses and companies. Adverts ranging from billboards to junk mail are all in use to catch the eye of customers. Promotional [door hangers](#) are a cheap and easy way for a company to do just this, whether the company is just getting started or looking to establish a brand.

People will often ignore the more common forms of advertising as they are used to them; a new and less common way is needed to get a company's message across. Using easy to remember door hangers by customizing them with simple, or even complex and memorable designs, is a way to do this. With a hanger being just cardboard or light plastic, they are also cheap to manufacture.

A simple strip of cardboard or light plastic that can be hung from a door using a hook or hole in the hanger is the definition of a door hanger. New customers can be attracted and a brand can be established by using hangers. This is because being hung from a door handle means passers by can view them and they can be designed to match a company brand.

They also have a highly practical use and are often seen in places such as hotels and offices. Regularly messages are printed on them to tell people a room is occupied or that no smoking is allowed. A business can incorporate a practical message onto their hanger to make them more likely to be used by people and therefore more people will see them. With a useful message, they will be used multiple times as well, again increasing exposure of whatever advertising is printed on them.

With hangers being so thin and light it means that expensive distribution processes can be reduced. They can be hung quickly over door handles as the distributor is passing by and can be carried easily in a bag. This means that any location where the distributor covers with a hanger, customers are also able to easily pass them onto friends. Hangers can reduce the costs involved with distributing adverts because of their small size and simplicity.

The small size does not limit how much information can be put onto a hanger, as being two sided they can have double the amount of information on them (as compared to a postcard). Integrating company colors and logos onto them means that a brand image is able to be established and people will associate products with the hangers. The information on the [door hangers](#) can range from a simple message to complex pictures and diagrams, making them very flexible.

Being so easy to design, use and distribute, they are not limited to just one area of industry. Although the obvious use is within hotels, any business can harness their highly customizable attributes. Every shop has a door where they could be hung, and all homes have doors, so whatever a company may be selling, they can be very useful. For example, a fast food outlet may print their price list onto a hanger so it is readily available for when a customer decides they want to order out.

Overall, promotional [door hanger](#) can provide a cheap and easy way for a business to advertise. With a good design, [door hanger](#) can be eye catching and memorable to customers.

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