

Published based on [Why Must Your Company Implement Promotional Door Hangers](#)

Why Must Your Company Implement Promotional Door Hangers

Thinking of advertising your business? What about designing a promotional door hanger? A door hanger is a useful and inexpensive way of promoting your business. The key advantage of the [door hangers](#) is that it is an advertisement that cannot be ignored. This is an opportunity and with the right design you can take full advantage of this.

The first thing you need to consider is what you want. While this may sound obvious, you have to bear in mind not just your business, but the practical issues regarding how you design, how many you order and how soon you want to receive your hangers. If you are going to a trade fair, you want enough to be able to distribute amongst people, but not so many that they become difficult to carry.

The next issue is the font you use. People are used to seeing fonts like Arial or Times New Roman and so will tend to skim over anything in that style. A lot of businesses use red to stand out. However, it may be an idea to use a different color in order to be a bit more distinctive than the competition. Try experimenting with more unique fonts.

When coming up with a design, it is often a good idea to use social networking sites or forums to discuss possible designs. If for example you are offering gardening services, it would be a good idea to post a message on a gardening website. This is also a good opportunity to promote your business and another avenue of raising awareness of your business.

When designing the [postcard printing](#), it is also a good idea to include a discount or special offer on the hanger itself. This gives people a special incentive to keep the hanger and introduce them to your business, thus increasing the footfall towards your door. As they are relatively easy to transport, they are also ideal for trade shows and networking events.

Then you will be asked to select a size. Most door hanger designs tend to be either 3 1/2 by 8 1/2 inches or 4 by 11 inches. When selecting the size, bear in mind where you will be transporting them and who will be distributing them. While larger sized hangers will get more attention, smaller ones can also be used as bookmarks and therefore more likely to be looked at again!

What is often overlooked is that the door hanger can also be an effective tool for elected officials. While it is difficult to put full campaign promises on to a door hanger, it can be used to highlight local issues and point out the flaws in the arguments of an opponent. If you include your contact details, this will mean the voters feel they can contact you with regards to an issue, resulting in a feeling of familiarity you may not necessarily get from a radio or TV commercial.

With the right design for your [door hangers](#), you will not only be able to stand out from your competitors, but your product or service will be more memorable. This is why you should use promotional [presentation folder printing](#).

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