

Published based on [Small Business Marketing: How To Make Your Customers Love Your Free Car Decal](#)

# **Small Business Marketing: How To Make Your Customers Love Your Free Car Decal**

Throughout the year, businesses are incessantly on the hunt for gift ideas to present to their clients, employees, and supporters in the business. Corporate give-aways are present during product launches, the company's anniversary, or even goodwill projects that can also be staged as a way to publicise. Among corporate gifts, car decal is a top option. But the question is, how can you make sure people who have your car decal indeed put it on their car window even if they do not have any involvement in your business?

Corporate gifts in general have the corporate name and logo, so people who are not associated with the business enterprise or the corporate may not find as much purpose for it, unless they relent to the idea that by applying the corporate gift they unavoidably become advertisers for the company in some ways.

Let's take a car decal for example. This is a very crucial way for companies to publicise themselves. Car decals on a car window can be picked out by a prospective market or customer anywhere the car is driven or parked. But to make it more functional to the general public and private individuals, corporates can attempt instead to just put a small print of their corporate logo and text and design the car decal for general patronage. Even if the corporate insignia is just a light print, but if the printing quality clings to branding measures, then it is most likely that individuals will realise the brand.

Given this, it is crucial for businesses to engage their services of professional printing companies for car decal and other corporate gifts. Even if the corporate logo will look as a light print, the quality of printing will not suffer brand consciousness when employed for ad or for good will.

Work with the printer from start to finish. Let them know your design idea and the dimension you require for the car decal. Would you like to have a letter cut out or a logo, or combine both your logo and an image? What is to be your call-to-action statement? As you are going to print it for common use, make sure the standard message still speaks of your type of business. Hire a copywriter to do the sales slant creatively.

A top quality car decal can last up to 5-6 years. By quality, type of adhesive and quality of print are regarded so that even if the decal is open to extreme weather elements like sun, humidity, and rain, it will stay on the car window nice and shiny through the years.

Need professional help with your [car decal](#)? We can do it for you, whether as an advertisement or as a great idea for [corporate gift](#). See us today for your order! This article, [Small Business Marketing: How To Make Your Customers Love Your Free Car Decal](#) is available for free reprint.

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