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How To Get Word Out About A Cleaning Business With Flyers

Many business entrepreneurs have dismissed business flyers and postcards as inefficient ways to creating an audience, but these old methods are effective all the same. It is possible to use these promotional materials in a way that will get your business up and running with customers.

Using flyers as a promotional method is very affordable as compared to many other types of advertisement. This is because it only costs a few cents to make each flyer, depending on if you are printing in black and white or in color. It would only take one cleaning gig to cover the costs of your flyers. This makes the flyer method risk free.

Choose the information about your cleaning business that is going to be the most compelling for your readers. It will be more important to your readers than the name of your business. You should be sure to highlight the specifics that are going to set apart your business and make the reader of the advertisement want to pick up a phone or look for your website.

The details that you use in your flyer should be accurate. Double and triple check your web address, phone number, street address, email address, or whatever contact information you have available. Just about every business these days should have a domain name on their flyer that can lead the customer to some more information.

Designing your ad to include all of the details you need might not be possible if you use a single sided flyer. Go for a double sided form if you can afford it. The last thing you want to do is to make the reader feel claustrophobic with crowded flyer layouts.

Your flyers will have no use to your campaign if you do not give them to the right people. Find schools, churches, and other places that have high traffic to leave your flyers. You can post them in windows or leave a few on a counter for people to take. It will help a great deal if you only target people who can afford to hire a cleaning business or have a reason to hire you. If you only post your ads where the wrong people will see them, you will not get any business.

It will also be helpful to find other promotional materials that you can use. Print up business cards and hand them out to people you know. You can also leave them places, and leave them with clients after the use your cleaning services. They are easier to keep than flyers, and people are more likely to save them.

Using flyers and business cards to advertise a cleaning business are the oldest and most effective ways to promote you. They're affordable, and they will get you more customers if you are able to get them to the right people. When used correctly, you really can advertise your business very cheaply and build up the name of your cleaning business!

Further reading - [Cleaning Service Business Plan](#) and [Cleaning Business](#)

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