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4 Unique Ways to Gain Long-Term Market Exposure through Calendars by [Andrew Michaels](#)

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Who said long-term marketing should be expensive? There's actually one material you can use that will help you gain long market exposure without spending thousands of dollars. What material is that? No other than the calendar. Yes, the very same calendar you put on your wall or desk to help you keep track of the day and date can be used as a promotional material. At the start of the year you can distribute your calendar so people can display at their home or office. If your calendar is exceptional you can get longer exposure as people will choose to continue displaying your customized calendars on their table or wall.

Your imagination is the limit as to how you can make your calendar look exceptional. Some of the unique ways are as follows:

- 1- You can include valuable information on it. It can be a recipe, tip, how-to guide, do-it-yourself guide, and other information that will be useful to your target audience. The more interesting the information is the more people will be drawn to your material.
- 2- You can put special promos, freebies, and rewards on each month. For instance, you can create a monthly discount plan where customers simply have to tear off the discount coupon for each month and present it when making a purchase. You can also include freebies on special months such as your anniversary or the holidays. The promos and rewards don't have to be huge. A minimal discount will already mean a lot to your customers.
- 3- You can put the schedule of your sales for the entire year. This way people can put you on their schedule. This will help them keep track of the special sales you will hold for the year.
- 4- You can hold a contest. To get good customer response, you can pick a month where you will hold a special contest. Promote the contest from the cover to the last page of the calendar. Tell people about the mechanics in a clear and simple manner. It's best if you hold the contest in the second half of the year to give people enough time to prepare for it.

There are other ideas and strategies you can do that will help make your calendar look exciting and engaging. Use your imagination and creativity to develop exciting gimmicks which will surely draw people's interest. It will help if the design of your material is exceptional as well so you can easily be noticeable. Create a design that is out of the ordinary. This is your chance to let your creative juices flowing. If you can do this well, you are sure to gain people's undivided attention.

The help of a professional designer will assure you that you produce a calendar design that you will be proud of. Team up with a good designer that will help you perk up the look of your promotional calendars. You can always use a theme to promote consistency. The theme can be used all across your marketing channels so people will easily recognize and remember you.

The more exciting your calendar printing is the more people will be drawn to it. This will guarantee you long-term exposure which will help cut down the cost of your marketing campaign. Remember to invest well on your calendars so people will mark you on their schedule.

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The author is affiliated with a company that offers

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