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Use Refrigerator and Business Card Magnets As Product Promotion Tools by [Excell](#)  
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To be successful in today's marketing milieu, business owners need to make use of every publicity strategy possible. Creativity and affordability are absolute essentials. Promotional products are one of the best ways to advertise a business. If you are looking for fun ways to promote your company, why not look in to decorative magnets as an option? Business card magnets are excellent promotional products for your business. Here are 3 reasons why magnets work wonders as advertising tools.

### Continual Reminders Of Your Service

Refrigerator magnets are among the most frequently used decorative magnets. These have been around for numerous decades, and have not lost their charm. They are great as reminders because of their conspicuous location -- on a refrigerator door that is accessed several times a day. Refrigerator magnets can be customized to display your business card. Unlike paper or plastic-based business cards, the magnetic type is not easily damaged, misplaced or lost. It is only instinctive for a consumer to stick it to their refrigerator. Moreover, magnetic visiting cards are most likely to remain there for as long as possible instead of under a pile of paperwork or, worse still, in the trash.

### Advertise Far And Wide

Car magnets are also very favorable as promotional items. These act like mini advertising banners -- they publicize everywhere, and to innumerable consumers. Each viewer of the automobile magnet becomes a potential customer. Oftentimes, these magnets offer instant solution to someone looking for that very service. For instance, if your carwash business is advertised using a car magnet, an automobile owners looking for the right carwash service is most likely to consider your business. It can bring your instant customers. Imagine the publicity your company receives when an automobile with your car magnets drives across the country.

### Ideal Marketing Tools

Magnets as marketing agents are highly versatile. This means you can design them to include your name, your company name, logo, designs, contact details, and so on. Decorative magnets are ideal for business card magnets, whether on a refrigerator or car. Considering their incredible, long-lasting advantages, magnet marketing is fully cost-effective. Their quality does not deteriorate or fade out. Magnets for cars are designed to survive various weather conditions.

With the option of magnets, you don't have to spend heavily to market your services. They are just as effective as, and at times more than, telemarketing. Magnet publicity greatly helps in achieving the purpose of marketing, which is to gain maximum exposure and make customers.

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Excell Print Promotions offers quality business card magnets, a [Refrigerator magnets](#) and verity of promotional products tools to promote your company brand or products. For more information contact us on 914-437-8668 and [info@excellprint-promotions.com](mailto:info@excellprint-promotions.com)

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