



Little Gestures to Stay Top of Mind

Holiday Cards

Holiday and special event cards provide a simple, meaningful way to reinforce relationships, and can be created to fit any budget. The card's artwork and text give the recipient an instant impression of your style and values. Your print professional can help you design a card to portray your unique characteristics. In essence, cards can be considered "friendly" direct mail pieces. They help keep your name top-of-mind and convey a specific message with a personalized touch. To truly make a card worth giving, it should include at least one personal signature. Ideally, it is a person who has had some interaction with the customer and can write a short note. Another way to add a special touch is to print a staff photo with everyone's digital signature on the card. This makes it personal, but not time-consuming.

Calendars

Calendars make versatile gifts for family members as well as business contacts. People of all ages use calendars, and when your name or company logo is discreetly included, viewers will have a yearlong reminder of you and your services. The recipient of a calendar will be exposed to the message an average of three times each day, which adds up to 1,095 impressions throughout the year. Calendars can be as universal or personal as you like. Many print professionals have calendar templates available for you to customize with your own artwork or personal photos. Calendars are also practical because they can be distributed for several weeks before and after the holiday season and still be considered timely.

Custom Memo Pads or Stationery

As with calendars, memo pads and stationery are functional gifts that can be used throughout the year. Personalizing the items with the recipient's name, initials or other individual expression enhances the value of this token of appreciation. Incorporating a customer's personal hobby or interest into the design makes the note pads or stationery unique and shows that you have put time and thought into the gift. For example, golf enthusiasts would appreciate personalized note pads with colorful golf graphics. Many printing companies have extensive graphics libraries and expert designers to create artwork for note pads or other printed gifts.

Customize Any Gift with Labels or Tags

Any gift becomes more personal when customized with a label or tag. From floral arrangements to gift baskets, tastefully labeling or adding a hang tag with your name or logo, and perhaps a special message, helps distinguish your gift from others. For example, one company ordered customized, adhesive labels for the backs of champagne bottles in commemoration of their 25th anniversary. The labels featured a thank you message to staff and clients, adding personal value to the gift.

Promotional Products

Because promotional products are often useful or decorative and may be imprinted with a logo or personal message, they make perfect holiday gifts. With over 400,000 advertising specialty items, it is simple to select a promotional product that bears a natural relationship to your profession or communications theme. Some of the most popular items are desk and office accessories and edible products, such as candy, cookies and nuts – all of which can be custom packaged.