

Tips for Distribution: Calendars

You've decided to get some [calendar printing](#) done and now the time comes to get them to your customers. What exactly do you do to best make sure that people get a hold of one of them?

Who you plan on giving your calendars to will be the main deciding factor in how people get them. If you have a lot of very loyal customers what you can do is start up a mailing list where you'll send your calendars to them directly each year.

This works best if they sign up to be on the list themselves. Yes, you can just send the calendars to them no matter what if you really want to, and for many this might lead to a nice surprise in the mail, but you will certainly have fewer people actually keep the calendar with this approach, merely because fewer people asked to have it.

Given the cost of [calendar printing](#) this might get a little pricey if you're sending it to too many people, especially if you don't know if they're even going to end up keeping the calendars.

The second way is to just have the calendars at your store location. I've been to plenty of places where they asked me after making a purchase if I would like a free calendar with it. Others have just given me the calendar no matter what.

Something to consider with these two approaches is that if you ask them first more people are likely to say no, but if you just give them the calendar many who would've said no are still going to end up using it. Because they're just being given the calendar they figure they might as well make some kind of use out of it.

Even here you once again have to consider the cost of the [calendar printing](#) against how many additional customers you'll be able to pull in. It will be up to you to decide if it's worth doing an approach like this.

If you know you're going to have various tradeshows or other events coming up before the beginning of the year this will be a prime time to have your calendars with you. Make sure you always have a number of calendars prepared in order to ensure that you can give one to each person. Because people going to these are expecting to get certain items for free, you'll have a better chance that they'll actually keep the calendars with them.

Each industry will likely have other ways to distribute their material that will work well for them, so you'll want to take a look at your customers and figure out what will work for your particular company. Just remember to always consider the cost of the calendars when handing them out to make sure you get the most from your money.

About the Author

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