

# The power of print communication:

By Thomson Chemmanoor

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Print advertising is a part of the marketing strategy of most businesses. However, the effect of the advertisement is realized only when its message reaches out to the public. If an advertisement works for a particular company, it is not necessary that it would click for another company. So to realize which advertisement is right for you, you should first know which advertisement best projects your company.

Your advertisement should always reflect your product and image. For example, if you have a car company, then the advertisement should have an emblem of a car or something related to a car in it to reflect your company's product. Whatever the design of the advertisement, you should make sure that the design of the advertisement does not overshadow the message of the advertisement. To do this, it is always best to enlist the services of a professional advertisement company. He has the expertise and knowledge to produce the design you need for your company. Of course, you will have to pay a sum of money for this, but this amount will soon be compensated by the increase in sales you will experience due to the advertisement! It is also quite important for you to have a logo done for your company which you will be able to use in your business cards, letterheads, advertisements and in brochures. Remember, a logo is a design that represents you wherever it goes! When designing the advertisement for your company, it is important that you remember to add important information in the advertisement, such as where you are located at, the product you are selling and how to reach you, so that customers can reach you if required! It is not always required that your advertisement have a colorful design or decorative design on it. Even photographs, graphics, typography and illustrations alone can produce the same effect of grabbing the viewer's eye. Just make sure that you use whatever is needed to give a clear and well thought-out image of your company in the advertisement. Never change your ad frequently. Repetition is an important process of advertisement. Once you have established a look in the public, it is important that you maintain that image by having the same advertisement put up at all places, and in the television and radio. If you have one ad, people will remember it after seeing and hearing the same thing numerous times.

When making an advertisement, do not place a period at the end of a headline as it tends to tell the reader to stop there and not to read further. As statistics show that people's eyes tend to fall to the upper left corner of a paper, it is always best to start an advertisement at the top left corner. Readers are most comfortable with serif typefaces; so use it in the advertisement. And last but not least, remember that for every advertising rule, there is an exception that is just as effective as the rule!

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