



Article published on December 19th 2011 | [Advertising](#)

During the holiday season, you have a big opportunity to get a massive amount of sales and sales leads. The only thing you need is the right effective marketing approach to get them. In this guide, we will talk about one of the easiest and quickest tools to do a decent amount of holiday marketing. This is in the form of stickers.

You can easily hire a sticker printer nowadays to print custom marketing stickers in just one or two days. All you need is the right holiday marketing design for these stickers as well as a decent distribution plan and you already have a good holiday marketing campaign using these tools. Let me give you five tips that you can find useful in deploying these stickers.

1. Compose a distinct kind of holiday design – Don't be trapped in the age old traditional kind of holiday designs. You will only get the –traditional old– results again from your sticker marketing this year if you do follow that philosophy. This year, you better try to compose a distinct kind of holiday design. This is the key strategy in succeeding in a holiday marketing campaign with custom stickers these days.

By turning that traditional holiday design inside out and adding new original elements, people will see something new that is worth looking at. Believe me, people will remember your stickers and get responses quite amazingly if you just veer away from the traditional.

2. Give the marketing message straight – Not only do stickers have limited space, in holiday marketing, you do not have to lengthen your sticker marketing content with too much prose or poetry. Since people are already trying to get the best deals and discounts in this great holiday shopping season, you can just give that marketing message straight from the sticker. It is no fuss, direct to the point marketing that most potential customers will recognize easily and of course respond to quicker.

3. Make them a bit more useful – If you want people to keep your holiday marketing posters and inevitably do a little bit more marketing throughout the holiday season, then try to give them away and make its design and content concept a little bit more useful. For example, you can put in simple reminders or guidelines for the holiday season, and you will see people posting up your stickers at places where those reminders will be useful.

Not only will your stickers be doing advertising effectively, they will also remain in deployment for a long time giving that message that much longer impact to readers. This is all because it is useful for some of the key people you gave it to. This is a big advantage you should never really lose.

4. Giving it free like greeting cards – Remember, that you can also just give those stickers free, just like flyers, postcards and even greeting cards. People like getting free stuff, and if it is a useful and holiday themed free sticker, I have a big feeling most people won't hesitate giving it. So if you want for your whole target market to have a taste of your greeting cards, then it is a great idea to just give them away free.

5. Creative distribution avenues – Lastly, if you want total success with these holiday marketing stickers, you better have a good deployment plan with creative distribution avenues. Do not just give them away randomly to people. Direct your stickers to the key highly responsive market demographics that you are aiming for.

Giving those stickers to the best and most amiable people should get you the initial success that you need for your campaign to stand on its fit. Afterward, you should be able to go after the general public to get those holiday sticker marketing messages everywhere.

Good! Remember all these tips and there should be no major concerns for you when it comes to sticker marketing.

Article Source:

<http://www.articleside.com/advertising-articles/holiday-sticker-marketing-5-tips.htm> - [Article Side](#)

[Colleen Davis](#) - About Author:

For more information, you can visit this page on a [sticker printers](#)

Article Keywords:

sticker printing, sticker printers

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!