

# Dzine It Says That Print Materials Are Important For Businesses

*Although social media and online marketing are the rage these days, business owners should not ignore the need for print materials.*

NEW YORK, NY, USA, January 24, 2014 /EINPresswire.com/ -- "Professionally created [print marketing](#) materials are an essential part of business if you want to make strong first impressions," says Peter Crisafi, President of dzine it, Inc., a leading [New York website development](#) and [marketing](#) expert with clients from around the world. "Your offline marketing efforts are just as important as your online efforts and the first impression you make offline may be more important than the one you make on the web."

According to Crisafi, small to mid-sized businesses have two options; they can hire a design firm and print professional marketing materials or, if money is tight, they can design their own print collateral.

"Designing and printing your own print marketing materials can be time-consuming and quite expensive," Crisafi says. "That is why the best option is to invest in a professional designer, if you can afford it."

Crisafi says that the following print materials are required to get you started on your offline campaign.

- Business Cards. Regardless of the size of your business, having a simple, well-designed business card will instantly give you clout. Business cards are the best way to network and exchange



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information offline.

- Brochures. Tri-fold brochures are an incredible marketing tool for any type of business, because they allow you to stuff lots of information and photos into a relatively small space. These are the best forms of advertising, especially on the local level.

- Stationery. When interacting with clients, there is nothing more special than a handwritten letter or note. If written on your business's personalized stationery, you are already making great strides to push your business branding.

“Other print marketing materials that are popular among business owners are stickers, custom shipping labels, postcards and newsletters,” Crisafi explains. “Stickers are great for those on a tight budget, because they can be used alone or to brand boxes and bags.”

Established in 2003, dzine it, inc. is a leader in Custom web development, programming and design solutions for small and large business, agencies. The company offers a wide range of business-centered visual communication

solutions, including web-based content management, web design, graphic design, custom web software applications, ethical white hat search engine optimization (Organic SEO), Video Encoding, and print media solutions. For more information, call 718.336.2660 or visit [www.dzineit.net](http://www.dzineit.net).



Award Winning Marketing Firm Says That Print Materials Are Important For Businesses

*dzine it*

Lue Guarrasi  
Dzine It  
212-989-0813  
email us here



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**It Can Be The LIFE SAVER!**

While we're out screwing each other who are we really screwing? Ourselves.  
Learn to talk about the problem. Don't avoid the situation at hand. It is not just going to go away by pretending it does not exist.

Print Campaigns

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