

Top Reasons Why Letterhead Can Benefit Your Business

Your client's perception of your business has a lot to do with your continued success. It's crucial all your company materials display you in a positive light.

It may seem like a minor detail, but having high-quality business letterhead can benefit you in a number of ways. If you send out physical mail on a daily basis, this is something you can't afford to overlook.

Your organization likely has a logo and online presence. Why not bring some of this branding material to your stationery and envelopes? The effect it has may surprise you.

Let's go over some of the ways company letterheads can have an impact on your success.

Display Your Professionalism

Have you ever received a letter from a business on a plain white envelope and ordinary printer paper? This type of correspondence hardly comes across as official. In fact, some people won't even open this kind of mail.

By investing in high-quality letterhead, your organization looks professional and organized. This goes a long way when trying to establish credibility and trust.

Showing people you care and respect your own image tells them you have the resources needed to make your business correspondence top-notch. This is much more effective than an unmarked envelope.

The great thing about letterhead is you have the opportunity to customize it. If specific departments or employees need slightly different letterhead, this isn't a problem. It shows you're detail-oriented and care about providing the best experience possible.

Market Your Business

Advertising is critical for any business in today's competitive marketplace. You should always be on the lookout for new opportunities to promote your brand.

Professional company letterhead is a highly-effective marketing tool. Every time someone receives correspondence from you, they're seeing your brand logo and name.

Maintaining brand recognition across all mediums shows you're an established player in your industry. People will view you as a more authoritative presence, which is important for your business reputation.

The great thing about investing in letterhead is that, essentially, you're getting free marketing. You'd send out letters anyway. Why not include your logo and contact information in an eye-catching way.

Make sure you use the same logo on your letterhead as you use on business cards, your website, or other marketing materials. If your current logo doesn't work well for print, have a designer create something that maintains your brand identity.

Make Communications Easier

In addition to influencing the way people perceive you, business letterheads also serve a functional purpose. They can help make the communication process easier for your clients.

Aside from your identity, a letterhead can also contain important contact information. Whether it's your address, email, or phone number, the recipients of your letter will have all the information they need to get a hold of you.

If someone is expecting correspondence from you, including your business logo on an envelope makes it easy for them to identify you in a stack of mail. This makes for a more reliable line of communication.

Personalized letterhead is also a great way of identifying yourself within a company. If you're an account rep or part of the sales team, your own letterhead reinforces the type of personalized service you provide.

Your clients will appreciate this level of convenience. This could lead to higher retention and increased revenue.

Stand Out from Your Competition

Sometimes decisions to do business with one organization over another comes down to the little details. Great looking letterhead can be the edge over your competition you need.

Let's say you're sending out solicitations to attract new business. One of your potential clients gets your personalized letter along with one from your competition printed on plain white copy paper. Which one looks more professional?

This is where it pays to get creative. Your letterhead doesn't have to be basic. Don't be afraid to add an extra visual element to make it pop.

There's a good chance your competition isn't taking these measures. Don't let an opportunity to stand out pass you by.

Appear Larger

A slick letterhead design and custom envelopes will make you look more like a large company with an extensive infrastructure. This could help you land bigger clients you wouldn't get otherwise.

Now, we're not saying that by using a custom letterhead you're deceiving current and potential clients. However, it's a fact that larger corporations get more business because of their public perception. There's no reason smaller businesses shouldn't strive to appear strong and capable.

Even very small teams have the resources and know-how to handle high-end work. Plus, if you outsource jobs to a dedicated network of professionals, you don't need a large in-house team.

Your letterhead is an extension of your business. Don't be afraid to show people who you are by making it as unique as possible.

What to Consider When Creating Your Letterhead

Once you've decided to create a letterhead, you need to figure out what will appear on it. You'll need to take a few things into consideration.

It's important not to overwhelm recipients with an obtrusive design. Keep it simple. Remember, the content on the letter is the most important component.

You should then think about the information you want people to have. Consider the way you prefer people to get in touch with you. If you often send sensitive information, look into whether any legal wording needs to appear on your letters.

You'll also need to consider the type of paper you use. Think about using heavier stock and finishing options. There's no reason create a striking letterhead and put it on cheap, low-quality paper.

Refine Your Image With Custom Business Letterhead

Conveying a professional, unique appearance is critical for any business. This shouldn't stop with your products and web presence. Even your physical correspondence says something about who you are.

Invest in business letterhead and take advantage of the benefits discussed above. It'll pay off in the long run.

We provide a wide range of print and design services for small businesses. Contact us to find out more about our services.

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