

Five Pocket Folder Inserts That Sell

Pocket folders are the perfect way to package your pitch for presentations, press kits, promo packs and more. They hold all the important things together for easy reference and serve as a resource potential that customers can turn to for more information about your company, products and services. Professionally printed pocket folders are stunning jackets showcasing the best of what you have to offer, and you can seal the deal with equally impressive pocket inserts.



Here are five pocket folders inserts that sell:

Notepads

Notepads aren't typically considered must-have pocket folder inserts, but they should be. Notepads add value to your presentation folders because your prospects will use them - putting your brand and offer in front of them time and again.

Posters

Bands almost always put posters in their press kits, so why do so many companies overlook the poster presentation possibilities? Posters aren't just for rock fans; if you can come up with an inspiring, humorous, uncanny or otherwise remarkable poster design that's relevant to your message and promotes your brand, by all means include it in your pocket folders!

Bookmarks



Remember when you were a kid and your bookmark was critical? Like notepads, bookmarks add value to your pocket folder because your customers will use them and see your message, time and again. Bookmarks with a poignant or humorous message, like posters of the same breed, are especially valuable.

Stickers

The adhesive mini-poster! Stickers are still a marketing heavyweight, so include a well-crafted bumper sticker or other sticker in your pocket folders to help your customers spread the word about your services to others they know (potential customers).

Schedule/conversion chart

You can create a "business card" that's actually a handy restaurant tip conversion chart, event or athletic schedule, tip sheet or other useful item customers can quickly conjure when needed. Again, this adds value to your message and overall pocket folders, and keeps your company in the public eye long after your presentation

Like your pocket folder, all of your inserts should be professionally printed. You can get price quotes for all of these items from Spectrum.

You'll notice that I didn't include pocket folder staples in this list: business cards, flyers, brochures, CDs, DVDs, sales sheets, etc. Yes, these should all be in your pocket folders, because they are expected and because they can tell your story. But the other items listed here are unexpected, and so they are attention getting; and they are useful, so they'll market for you for weeks, months or even years.

About Us

Since 1985, Spectrum has provided better printing and service to nearly 5000 small business marketers, business owners and graphic designers. Spectrum combines state-of-the-art capabilities and the industry's best digital and offset sheet fed and web printing equipment with experienced print professionals and color specialists to deliver quality, consistent color matching and 99.8 percent on-time delivery. By offering a 100 percent customer satisfaction guarantee, Spectrum also stands behind every order, every time. Spectrum is your success story!

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