



Promotional Merchandise News & Tips

Promote Strategically

No matter the size or status of a business, never overlook the simplest principle: Develop and maintain the best relationship with customers as possible. These days, starting that relationship requires a lot of planning and bit of strategy. Your goal should always be getting your company name recognized. This task is often harder than it seems.

Creative teams have developed advertising strategies ranging from billboard ads to television commercials to endorse their company name for potential customers. Unfortunately for these firms, spending top dollar has shown to result in second rate results. An often overlooked advertisement tool is the promotional gift. Promotional items have reliably brought high company recognition at an affordable rate.

The Numbers Behind the Logic

Perhaps the biggest difference in promotional items compared to other forms of marketing strategies is its long shelf life. The average promotional product is kept for around 5-7 years. Allowing your company name to be sitting on the desk of a potential client for 1300 business days will help keep your name fresh in customers minds.

In a recent survey, the Advertising Impressions Study looked to pinpoint how businesspeople use promotional products they receive, as well as its use after. The facts produced indicate that using promotional items brings higher recognition rates, a more favorable company impression, and a low cost-to-impression ratio.

Researcher Larry Basinait concluded that "...83% of businesspeople say they can identify the company name on a promotional item they own" as well as generate a favorable impression for that company. The first impression is usually the lasting impression. The favorable impression and name recognition will help build the path leading to a future business client.

In a budget sense, promotional items "yield an average cost-per-impression of half a penny." This effectiveness coupled with cost efficiency gives your company the advantage. Think how potential clients will see this strategy being displayed. Using smart, low budget tactics not only promote your company's name, but also your company's ingenuity.

Become Recognized

Focus your promotional strategy on dispensing items that will sit on a future client's desk, such as a mouse pad, note pad, or coaster. Water bottles, coffee mugs, and pens will help reinforce your company's image on an interactive basis. Also consider handing out items that can be used outside the office: hats, shirts, or drawstring bags can bring attention your company outside the work environment. Handing out gifts with long usability will help start your next business relationship. Keeping the customer happy will always lead to good business.

Looking Ahead

Keep these dates in mind for great promotional opportunities.

March-

National Women's Month
National Nutrition Month

April-

Earth Day- *22nd*
Administrative
Professionals Week- *23rd thru 27th*



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