

5 ASPECTS OF SUCCESSFUL PROMOTIONS



We all know that marketing is not an event but rather an ongoing initiative that touches your market in multiple ways. In today's highly competitive world it's increasingly more important to stay branded and visible in the eyes of your existing and potential customers.

Successful Promotions are the Key:

When creating your promotion, focus on these strategies:

- 1-Promotions should be Targeted.....** It only goes where you want it to go so there is little waste.
- 2-Provide Long-Term Advertising Value....** It can continue promoting a company for years after it's been given out.
- 3-The Medium becomes the Message.....** A puzzle book can convey a message of "Searching for the best marketing company? Family Affair has the solution!" When the medium becomes the message, it becomes a memory hook!
- 4-Create Goodwill.....** When promotional products are used correctly to show appreciation, it creates goodwill every time the recipient looks at it.
- 5-Endorsement of Your Business.....** When someone uses a promotional product it indicates that the person has a favorable working relationship with that company, which in turn implies that they endorse them.

Terms for Marketing Items:

Promotional Product:- Any item of usefulness that carries a printed message that is given FREELY & WITHOUT OBLIGATION. Can also be offered as recognition awards or Thank You gifts to people as an acknowledgment for an action they have already taken.

Premium Product:- Can carry a message but generally you have to do something to get it such as: "Buy this to get that"..."Visit our store to receive this item".

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