

TOP 15 REASONS TO USE PROMOTIONAL PRODUCTS



- 1) **Event Marketing:** Product Launch, Open House, Introduction of a new service being launched....
- 2) **Business Gifts:** Reward clients who have bought from you, Gifts to people in your organization who are Retiring, Employee Gifts at the company picnic or holiday party, a gift to each 1st Time Client who places an order with you, welcome gift to new clients for becoming a new client.....
- 3) **Self Promotion Tools.....**Everyone Needs to Promote Their Business during slow, busy or any season
- 4) **Employee Relations Tools:** In a tough competitive environment, what can you give to your employees to make them happy and keep them happy? Reward incentives
- 5) **Tradeshow Incentives:** Attract as much qualified traffic to your booth. How can you capture the information of those qualified prospects at your booth and how will you follow up with these qualified prospects after the show and persuade that prospect to become a client? This is the only thing that will pay for the booth.. Invitation, Handouts During the Show, Follow-Up Gifts.....
- 6) **Public Relations:** Increase Awareness, Send a Gift with a Press Release increasing the chances that the press release actually gets read and printed.....
- 7) **Brand Awareness:** Being in front of people you want to be in front of
- 8) **Motivation:** Get people to take action...."Come in and get a free custom imprinted....." or instead of saying to your sales people "Sell more stuff" you can say "Sell more stuff and you will get this free custom imprinted...."
- 9) **Fundraising:** Imprinted Promotional Products helps to improve response....instead of saying "send us your money now" you can say "send us your money and get this limited edition, custom imprinted gift not available in any store....."
If you purchase a gift that costs \$5 and offer it as a gift to those who send in a contribution of \$50, that is a 10:1 return.
- 10) **Company Stores & Catalogues**
- 11) **Safety Programs:** Keeping employees safe in the workplace
- 12) **Customer Acquisition:** Getting new clients on board
- 13) **Employee Retention:** Great so employees don't leave and have you spend more money to train new employees
- 14) **Customer Re-Activation:** Getting clients that haven't used you for a while back in the game
- 15) **Revenue Enhancement programs:** Increase the size of your orders

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