

Promotional Products Success Guide



Hello,

Thank you for downloading this **Promotional Products Success Guide**. In this Guide, we give you some actionable steps and things to consider when selecting the right promotional products.

Because, let's face it, shopping for promotional products can be stressful.

You can lean on our 20+ years of experience in helping our clients effectively select their promotional products.

The promotional products industry is booming. More and more companies are realizing how important promotional products are to their marketing mix. Too many of them are making the wrong choices for their promotional products that are costing them tons of money.

We can help you avoid these mistakes by applying the information contained in this Guide. Review the Guide before you talk to your gift consultant and you will have the foundation for success.

If your promotional products are not getting you referrals or they are hurting your overall image, contact us for a 20-minute phone consultation.

We are here to help,



Heather Rykowski
President
All In The Present



Our Top 10 Tips for Promotional Product Success

Selecting the right promotional products that keep a constant, positive exposure of your brand is the goal for your business. Apply the guidelines below to achieve the maximum impact and success with your promotional products.

1. Define Your Target Audience

According to research by the Promotional Products Association International (PPAI), selecting an appropriate promotional item for your target audience is the top priority for firms. Interestingly, it gets precedence over budgetary considerations. The focus should be on creating just the right impression of your brand to your target audience *each time they use the item.*



2. Know Industry Facts

When it comes to the most popular gifts consumers like to receive today, the promotional products industry research is clear. Fortunately, these gifts are easy to give and can be found in a wide variety of price ranges. Keep in mind the products that most consumers will appreciate.

Most Appealing Product Attributes

- ✓ Usefulness
- ✓ Quality
- ✓ Attractiveness

Top 5 Consumer Product Preferences

- ✓ Food Gifts
- ✓ Wearables (e.g. caps, t-shirts, jackets)
- ✓ Digital Communication Devices (e.g. flash drives, earphones)
- ✓ Items to Collect Things (e.g. bags, totes, notebooks)
- ✓ Items that facilitate Written Communication (e.g. pens, pencils, markers)



3. Improve Brand Recall

Custom branding of your promotional products is the best way to stay top of mind with customers. But instead of just putting your logo on the promotional product, add why they should do business with you. Include your physical address, website URL, phone number, and/or email address as well.



4. Don't Go Cheap

Did you know that 58% of consumers keep promotional products for one to more than four years? Will yours stand the test of time? While budgetary constraints can prevent you from going for a high-quality product as a gift, never consider cheap gifts which will adversely impact your brand. You can find many affordable and attractive gifts that your target audience will appreciate.



6. Maximize Effectiveness of Tradeshow Giveaways

Consider purchasing a minimum of two different tradeshow giveaways. Many people visit a booth simply to get the free gift – we all know that. Consider having two giveaways: one for decision-makers and another for the others that are simply browsing for a free gift. In this example, a dentist practice might give away a jar opener to those browsing and a dental gift bundle for decision-makers.



7. Think Promotional Product Bundles

Creating a promotional products bundle is an effective way to make a statement with your gifts. For example, a dentist can create a gift package of promotional products that include floss, breathe mints, small mirror, and toothpicks. Ask your gift consultant how you can create a bundle.



8. Keep Up on the Latest Color Trends

Every year, Pantone publishes its color trends. These color trends are often reflected in promotional products available for purchase. If you are purchasing promotional products for a specific tradeshow event or convention, consider using the most popular colors. Visit our Pinterest Page for the latest colors: <http://pinterest.com/allinthepresent>.



9. Consider Eco-Friendly Promotional Products

More and more consumers appreciate receiving gifts that are eco-friendly and recyclable. The promotional products industry has a variety of these products available for the asking. From pens made from corn, to recyclable note pads, the skies the limit.



10. Be Prepared When Ordering

Many people find ordering promotional products stressful. It doesn't have to be if you are properly prepared. Know the goals for the promotional products you purchase, identify your target audience, and determine any special product requirements before contacting your gift consultant.



Use the **Promotional Products Prep Guide** attached to organize your information.



Promotional Products Prep Guide

Event/Project

1. What is the goal of the event/project?
2. How will the Promotional Products be used at the event or for the project?
3. What is your budget range for this event/project?

Target

1. Who is your target audience?
2. What are their demographics?

Need

1. Are there any specific features required (i.e., green, BPA free, brand name)?
2. Will you be custom branding the items?
3. What quantity do you need?

Time

1. What is your timeline or in-hands date for the promotional products?
2. Where will the products be delivered?

