

5 INSPIRATIONAL WAYS TO USE promotional products

Marketing is an art as well as a science



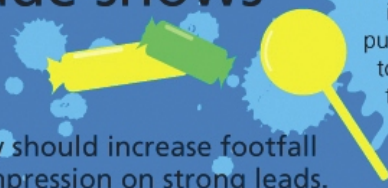
1. Make an impact at trade shows

74% people who have been to live events say they are the best form of marketing

Chocolate, sweets and other forms of confectionery should increase footfall to your stand. Corporate gifts will leave a lasting impression on strong leads. Make sure you stand out from the crowd, not blend into the background.

TOP TIP

As well as providing standard promotional items for visitors, purchase luxury items to send home with the most exciting prospects.



TOP TIP

Think outside the box with promotional materials that stand out from the crowd; people will be more likely to remember you.

2. Boost awareness of your campaigns

66% say they could remember the brand on a promotional product they received during the last year

Promotional products are a great way to get across your marketing message. Go for something unusual to make you stand out, like juggling balls, rubber ducks, hand sanitisers or lip care pots!

3. Brighten up your brand marketing

8 out of 10 say a branded promotional gift increases brand awareness

Polo shirts and lanyards printed with your logo will make it clear you take your corporate branding and identity seriously.

TOP TIP

Your employees are brand ambassadors for your organisation. Provide your team with branded clothing and promotional items.



4. Tempt customers with free gifts

TOP TIP

Consider offering free gifts as encouragement for people to connect with you on social media.

*37% people will like a brand on facebook because of an offer
43% people will like a brand on twitter because of an offer*

Cotton bags are a great free gift; not only do they get your brand out there, they're also lightweight and easy to post! Make sure you carry your branding through online so customers can see the full picture.



5. Enhance your fundraising and events

Held a fun run? Congratulate the runners with an ice cold drink in a promotional cup. Taking a colourful approach to promotional products will make the biggest impact.

TOP TIP

Promotional gifts are a great way to reward fundraisers, or to sell to the general public to raise valuable funds for your campaign.



Start creating your marketing masterpiece!

SOURCES

http://www.facetime.org.uk/files/facetime_power_point_slide.pdf
<http://www.bpma.co.uk/CommonPages/News/NewsDetails.aspx?NID=434>