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Call Bruce at:
Competitive Edge Communications
800-575-8050 FAX 770-919-1771
E-MAIL: sales@promotimes.com
www.promotimes.com
2543 Bells Ferry Road • Suite 600
Marietta, GA 30066

PromotionalTM times

Information and Ideas for
Improving Sales, Image & Profits



The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation. Awards and premiums will improve customer loyalty, employee morale and productivity.

Fall / Winter 2014

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Say Thank You To Top Customers During The Holidays

You can credit another successful and profitable year to your loyal customers, the customers who keep coming back, who refer you to friends, and who you've established a professional relationship with. Chances are, the other companies they deal with regularly aren't going to go out of their way to personally thank them, which is all the more reason why you should. Here are a few ideas:



Customized gifts- If you have created a personal relationship with your clients and customers, send them something that is unique to their likes or hobbies. Do you know if they enjoy being outdoors? Get them a customized cooler to keep their food and drinks cool while they're outside. Have you learned they love their dogs more than they love most of their family members? Send them a doggy-themed gift basket complete with dog treats and toys. The more thought you put into the gift, the more it will mean to your customer and will be just another reason they continue to do business with you.



Tickets- Purchase tickets for your top clients to see their favorite sporting team in action. Combine it with a customized padded stadium chair that everyone will be jealous of and you've got that special combination that hits it out of the park!



Take them to lunch- Showing your customers you appreciate them doesn't have to be expensive. Calling them and personally inviting them to lunch is a gesture that will go a long way. By getting to know them on a personal level, you are creating bonds and business that will last a lifetime

Exclusive Offers/Events- Send an email to your top customers inviting them to an after-hours VIP event. Make it clear that this promotion is by invitation only.

Your clients will appreciate the special offers and promotions they will receive by attending this event. Have finger food, freebies and good music to make the event extra special.



ROUTE TO:



Getting involved is great for business

The holiday season is a season of giving and thinking of others before yourself. Let the community know that you and your employees are focused on them this holiday season, and do something to raise money for those in need.



Be A Drop Off Center- List your business as a designated drop off center for donations for a specific charity. Create a press release to give to the local media and ask them to spread the word that customers can swing by and drop off their donations with you. Have employees wear a button or pin with an "Ask Me About..." so that customers can learn more about how to donate.

Host An Event- Depending on the nature of the charity you're supporting, host an event to raise money for the particular charity. Invite the who's who of the community and advertise for weeks prior to the event. Sell raffle tickets and have door prizes. For higher end events, consider wine glasses or golf accessories, and smaller, more lighthearted gifts for casual events, like drink tumblers or colorful pens.



Donate Goods or Services- If your business sells products or services that would be directly beneficial to the charity, donate them in exchange for advertising. Give the charity practical and relevant products with your logo on it, as well as theirs, that they can send out when doing advertising and promotions. A hair salon could give away a specific number of free hair cuts to a charity who helps women get back on their feet and find employment after they face a hardship like abuse or addiction. A coupon or gift certificate is an easy and efficient way to promote this offer.

Attend An Event- If you know there is a large event in your community that attracts a lot of locals, make sure your business is there! If your town hosts a local outdoor concert, consider handing out a practical item like bug repellent or something fun like glow sticks that will light up the crowd as the sun goes down. Attending these events that are important to the members of your community is a good way to network, and show your customers that you care about the community.



Product Spotlight

Your company name can travel the world!

30% of Americans will travel 50 miles or more during the holiday season. This means a lot of people will be sailing, flying or driving during the next few weeks. Here are a few promotional items your customers will be so thankful to have during this period of coming and going. Giving away practical and useful promotional items not only keeps your company name at the front of your customer's mind, but your logo is seen by thousands in airports, train stations and cruise ship terminals across the country. Create an in-store display showcasing these traveler-friendly items and offer them as a gift with a minimum purchase.

Luggage Tags- Standing at baggage claim, watching bag after bag come around the turn style and having to check every other one to find the right one can be stressful and exhausting. Equip your customers with luggage tags with your company logo on them. They will be easy to spot, and will be seen by everyone else impatiently searching for their bag.



Travel Pillows- Nothing is worse than arriving at a destination with a sore back or neck. Help your customers travel in comfort by providing soft travel pillows for a long ride.



Air Fresheners- Driving across country (or even just a few states away) can result in a car with quite a few unpleasant odors. Eliminate this problem by offering air fresheners that hang on the rear view mirror.

Travel Kit- Packing can be a nightmare, and keeping it all organized can be just as bad. Help customers keep their toiletries together in a compact and convenient travel kit.



As your customers fly, sail and drive away for the holidays, make sure they are taking a little reminder of your company along with them.



New Year's Resolutions

There is a reason why "Lose Weight" is always one of the top New Year's Resolutions each January: because holiday meals and treats are just too good to resist! Using edible promotional items for your customers is a great way to reach out and thank them for their business throughout the year.

Popcorn has always been a consistent holiday gift-giving treat. Big tubs of flavored popcorn lasts a long time, can be customized to meet the preferences of the recipient, and many people find the tins are great for storage, which means your business name and logo stays in focus throughout the year.

Salty treats like pretzels and nuts come in so many varieties that it is easy to pick one that matches your company's profile. A catchy slogan on a creatively packaged bag of pretzels could read "Don't get it TWISTED, we couldn't have had this amazing year without you!" Companies sending an assortment of nuts to their top customers could attach a fun message such as "Joes' Lawn Care would be NUTS without you!"

For more health conscious companies, fruit baskets are a delicious and eye catching gift to give. Gyms, health clubs, weight loss centers, and medical offices can encourage healthy holiday snacking by allowing customers to purchase fruit baskets for themselves or for someone on their shopping list, right in your store or office.



Success Stories



The Magic of Gift Cards



Did you know that 90% of holiday shoppers pick up at least one gift card for someone on their list? \$118 billion dollars went towards gift cards in 2013, a big jump from 2012. Gift cards are something people will always love to give and love to get. They are great for business, too. Gift cards are an excellent way to keep current business, generate new business and even prevent the loss of business.

To keep happy customers happy, offer a free gift card when they make a minimum purchase. Create a loyalty program where after a customer makes a specific number of purchases, they receive a free gift card.

Over 50% of people who try a business for the first time do so because they were given a gift card. 72% of those first time shoppers returned to that business. Gift cards are a great way to let people know who you are, where you are and what you're all about if they didn't already.

Although most hate to admit it, sometimes customers are unhappy or unsatisfied with the products or services they've received. By offering gift cards as a way to rectify the situation and prevent the loss of a customer, you can encourage the customer to come back and it gives you a chance to make it right in their eyes.

Gift cards are the most requested gift on holiday wish lists, so make sure your business gets in on the action by utilizing these practical and inexpensive promotional tools.

The Riddler

YOUR CHANCE TO WIN A FREE GIFT

You are in a cold house in the winter. It is dark. You have one match. There is a candle and there is a wood burning stove. Which do you light first?

Note: The first five people to correctly answer the riddle will win a free gift. Email, call or fax your answer (see form on back).

Answer to last issue's riddle: **No. He is dead.**



Incentivise & Energize Your Clients

The first goal this holiday season is to get customers in the door. The second goal is to have the item they need at the price they are expecting to pay. Once they've done these two things, there are a few ways to get them to help you achieve goal three: Spend More.

Offer free gift-wrapping when the total purchase price exceeds a specific amount. Customers will be likely to pick up a few extra things just to take advantage of this time saving offer.



Extend your hours- If your store is open later than your competitors during the holiday rush, you will attract all of the customers who can't quite get their shopping done before 5pm. Staying open later means more time for more customers to spend more money.



Place stocking stuffers at the register to attract the attention of excited shoppers. For the shopper, buying a few small, inexpensive goodies like portable USB drives and phone chargers won't make much of a difference in the price they are already willing to pay, and as a business owner, every little bit helps.



Play holiday music, especially in the beginning of the season. It gets people excited and in the shopping mood. Towards the end of the year, many are tired of the same ol' tunes, so consider mixing it up a little bit to prevent your customers from hearing Jingle Bells for the 800th time this season.



Santa hats for the employees are a great way to add holiday cheer to your business, as well as make a clear distinction to customers as to who they can go to if they have questions or need assistance.

Lagniappe

(a little something extra)

quotable quotes

"One kind word can warm three winter months." – Japanese Proverb

"You know you're in love when you can't fall asleep because reality is finally better than your dreams." – Dr. Seuss

"Be the change that you wish to see in the world."
– Mahatma Gandhi

"There's no business like show business, but there are several businesses like accounting."
– David Letterman

Do you enjoy reading our newsletter?
Call, fax or email us with your comments.

This Newsletter Provides Information and Ideas for
Improving Sales, Image and Profits.

Want to make your next promotion a success?
Please contact us at:

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- Employee Motivation
- Green Promotions
- Apparel
- Tradeshow Giveaways
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- Incentives/Awards
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Street Address

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Newsletter Benefits

- Shows customers you care and appreciate their business
- Enhances your image and increases awareness and name recognition
- Educates and informs readers on the benefits of specialty advertising
- Keeps you in touch with customers regularly, frequently, and inexpensively
- Pass along value - the Promotional Times is shared with other buyers.

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Did You Know?

- The voices of Yoda and Miss Piggy were done by the same person.
- Odontophobia is the fear of teeth.
- Eating tomatoes helps to prevent sunburn.
- By charging your laptop to 80% instead of 100%, you greatly extend the usable lifespan of your battery.
- The ice cream in TV commercials is usually mashed potatoes. Milk is usually white glue.
- A jiffy is an actual unit of time, not just an expression. It's equal to 33.3564 picoseconds.



Please copy and fax or mail your request

Dear Addy,

NEED HELP? SEND US YOUR QUESTIONS.

Q: I just opened a health food cafe in a location where competitors surround me. They're literally my neighbors on all sides! How do I stand out above the crowd?

A: In order to stand out, you have to do something that everyone else isn't doing. Since you specialize in healthy foods, consider partnering with a local gym or fitness club. Let them advertise in your store in exchange for advertising in their facility. Attend local athletic events, like 5k runs and hand out coupons for a healthy snack/smoothie after the race or water bottles with your logo on it at the finish line. Don't just go to the places where people are health conscious. In order to stand out, you have to attract the customers that AREN'T already making healthy food part of their daily routine. Ask local businesses if you can put a bowl full of healthy snack packs with your logo on it out by the vending machines that employees use. People will pick the free snack over paying for the junk food, and voila! You will have them hooked. If you offer a great product, with great service and you actively seek out customers who want and need your product, you'll have a line out the door in no time.

