

# IMAGINE . . . YOUR IMPRINT HERE

Call Kaitlin at:  
Competitive Edge Communications  
800-575-8050 FAX 770-919-1771  
E-MAIL: [kaitlin@promotimes.com](mailto:kaitlin@promotimes.com)  
[www.promotimes.com](http://www.promotimes.com)  
2543 Bells Ferry Road • Suite 600  
Marietta, GA 30066

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.

**Spring/Summer 2014**

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# Promotional<sup>TM</sup> times

Information and Ideas for  
Improving Sales, Image & Profits



## How to Build a Successful Customer Loyalty Program



Customer loyalty programs can be a great way to drive customer retention and sales. According to Inc. magazine, current customers spend an average of 67% more than new customers.

A successful loyalty program rewards existing customers while also providing an incentive for new customers to do business with your company. We've put together some tips for creating a customer loyalty program that pays off, whether you sell to consumers (B2C) or other businesses (B2B). Many of these tips can be applied to an employee rewards or safety program, too!



### Choose a structure

The first step is to decide how you want to structure your program. Start by determining:

- What types of incentives will work with your customer base. What will they find rewarding? What will motivate them to continue to do business with you?
- What type of investment you want to make in the program. This involves the financial investment as well as the time you will put into implementing and running the program.



One option is to set up your loyalty program with levels, like an airline miles club with bronze, gold, and platinum levels. Each level should seem obtainable but also have enough of a reward that people will want to reach it. This system can be very motivating, but requires you to spend time tracking, recording, and communicating points.



Another option is to offer the same rewards to everyone. This can be as simple as a punch card or granting a reward when a customer places 10 orders or reaches a certain dollar amount in sales. Or, you can choose to give everyone who signs up for the program a promotional product (such as a laptop bag or nice travel mug) plus a rebate at the end of each year, along with perks like free or discounted services. Send a new promotional item each year to stay top of mind.

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## Select the rewards

Although monetary rewards like a rebate can be compelling, promotional products can have a higher perceived value. And if the products have your logo on them, they will keep your brand in front of customers much longer than a rebate check will!



Choose a range of useful and fun items that will appeal to everyone in your customer base. Ideas include wine sets, spa baskets, picnic baskets, stylus pens, wireless speakers, tablet cases, watches, scarves, digital photo frames, desk clocks, padfolios, desk sets, attractive business card holders, and sporting goods like golf tools, polo shirts, and pulse rate/heart monitor watches.



## Track and measure

Monitor how long customers stay with you and how much they spend. If you can, compare this to customers who are not in the loyalty program to gauge how the program is performing and if you need to make adjustments.

Ready to get started? We can help you select the best products for your program and budget. Just contact us today!



## Vacation Time



## Beach-worthy Accessories

It was a long, cold winter for much of the country, but warmer, brighter days are ahead! Here are some beach-themed items that would make great customer or employee gifts.

Sunglasses are always popular and there are many different styles available, from trendy to colorful to foldable! We can help you select the best option for your needs.



Beach towels can be used year-round at the pool, gym and home. This towel allows you to print a large, striking image that will really stand out.



Tote bags are another convenient product that can be used on or off the beach, year-round. Some of our favorites are this stylish Hawaiian-print tote, a mesh tote that allows you to easily see everything in it (and quickly shake the sand out), and an attractive insulated tote for keeping food and drinks cold or hot.



## Fun Builds Morale at Company Picnic

One company wanted to show its appreciation to employees while also providing a fun outing that would reduce stress and boost morale and creativity.



Although it seemed like a tall order at first, the company created a winning event by planning a play-themed company picnic that encouraged employees to tap into their youthful side.



The employees-only event featured fun kids' games and activities like an inflatable bounce house, face painting, beanbag toss, trike races, yo-yo and bubble-blowing contests, and a scavenger hunt. The company also set up tents with activities like Pictionary, trivia, balloon animals, spin art, and a jewelry-making station.

There were plenty of fun prizes available, from squirt guns, flyers and boomerangs with the company logo to temporary tattoos, kaleidoscopes, puzzles, kazooos, toy cars, and bubble soap. Employees' families were invited to join in the fun with a barbeque and outdoor



movie in the evening, along with the bounce house and other activities. Although many adults were a little reluctant to play at first, everyone quickly started having a great time. Employees were still talking about the event months after it was over, and many of the toy prizes were used as stress relievers or treasured desk items.

There are also many fun items available to remind recipients of the beach (and your company) all year. We like these cute and colorful flip-flop keychain/bottle openers and beach-themed desk caddies.



## The Riddler



YOUR CHANCE TO WIN A FREE GIFT

What are two things you cannot have for breakfast?

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: *A candle*



### 5 Steps to Email Success

Email is an effective and relatively low-cost marketing method, but you only have a few seconds to grab someone's attention before they hit "Delete." Here are five steps to creating email campaigns that get opened — and get results.

1. Have an objective. What is the purpose of your email? This might be to introduce a new product, advertise a special offer, or share a case study or news. Know the point of your email, what benefits will matter most to your audience, and what you want people to do after they read it. If your point isn't clear, people won't read the email.
2. Encourage the next step. The "call to action" is when you tell people exactly what you want them to do, such as click to order or call for a sample or quote. You should use a call to action at least twice in your email, near the beginning and at the very end.
3. Write a powerful subject line. This is the most important part of your email, because it can determine whether or not the email gets opened. Your subject line should be compelling but also to the point. Direct is better than catchy or clever.
4. Use a spam checker. Many email management programs offer a spam checker. If yours doesn't, there are several free options available online.
5. Provide an incentive. Sweeten your offer by adding a promotional product in return for taking the next step. For example, you could give a flashlight, calendar, car cell phone charger, or calculator to people who contact you for a quote or place an order. Free gifts always provide extra incentive!



And don't forget to build a good contact list! You can encourage people to join your email list by providing a logo'd promotional item such as a cell phone or tablet stand, microfiber cloth wipes, mouse pad or t-shirt. Be sure to explain the advantages of being on the list, such as receiving special discounts or exclusive offers.



### New and Unique

**Sweet Treat** – This pretty garden basket is as handy as it is tasty! It includes three foil-wrapped, solid chocolate "daisies," lotion, a water bottle, milk chocolate "rocks," and a useful gardening shovel, spade and rake in an attractive reusable basket. This would make a great Mother's Day or spring giveaway, raffle item, or thank-you gift. It's also perfect for gardening and home improvement centers.



**H2O on the Go** – This collapsible water bottle makes it easy to stay hydrated. You can fold it up and put it in a purse or bag, or clip it to a pocket or belt loop. It's reusable, dishwasher safe, and freezable. Great for summer camps, camping stores, schools, churches, sporting goods retailers, and golf and other outdoor events.

**Double Duty** – Almost everyone has a cell phone, which means almost everyone can benefit from this little device that turns a phone into a wallet. It sticks to any model smart phone and has slots that hold credit and ID cards and cash, giving you a great way to keep your logo in front of customers and prospects. This is a good giveaway for outdoor festivals, concerts, bars and more.



### Ways to Generate More Referrals

Studies show that people trust recommendations from other people more than they do advertising. When someone provides your business with a referral, that lead is typically much "warmer" than someone who contacts you out of the blue or in response to an ad.

So how can you generate more referrals? Here are some ideas:

- Provide consistent service, every time. Your happy customers are probably your best referral source, so start by providing consistently excellent service to your existing customers. Give them a reason to refer you!
- Ask for referrals. Ask your happy customers to provide you with recommendations and referrals. Give them coupons they can hand out to friends and family. Have a computer set up so they can leave you a recommendation on Angie's List or Yelp before leaving your store or office.
- Show your expertise. Share e-books, tip sheets, articles, white papers — whatever will provide value to your prospects while also demonstrating what you know. Ask customers to forward these tools to a colleague who might benefit.
- Provide referrals when you can. It's a two-way street, so be sure to recommend other businesses to your customers, colleagues and friends.

- Hold an educational seminar or event. The focus should primarily be on giving attendees useful information, but explain what you do and how you can help them, too. Be sure to hand out useful promotional items to remind attendees about your business long after the event is over. Ideas include notepad and pen sets, rulers, magnets, letter openers, paper clip holders and memo clips.



- Say thank you. Whenever someone provides you with a referral or recommendation, send them a thank you note and gift. This can be a simple item such as a coffee mug and coffee, a box of chocolates, a tin of pretzels, or a vase. (Just be sure to check any laws or restrictions that might apply to your industry.)

We can provide you with more promotional product ideas to help generate referrals for your business. Give us a call to learn more!

### Lagniappe

(a little something extra)

### Quotable Quotes

"The most effective way to do it, is to do it."  
— Amelia Earhart

"A smooth sea never made a skilled sailor."  
— Unknown

"It takes a lifetime to build a good reputation, but you can lose it in a minute."  
— Will Rodgers

**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:

## **IMAGINE YOUR . . .**

- Phone #
- E-Mail Address
- Fax #
- WEB Site

**HERE!**

I'm interested in:

- Lead Generators
- Employee Motivation
- Green Promotions
- Apparel
- Tradeshow Giveaways
- Summer/Fall Promotions
- Incentives/Awards
- New Products

I Need:  Literature

Pricing

Samples of these products:

Do you have a success story? We would LOVE to  
hear about it. Contact us today!

**Your Imprint Here**  
Street Address  
City, State, Zip Code

### 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



Please copy and fax or mail your request

**Dear Addy,**

NEED HELP? SEND US YOUR QUESTIONS.

## Did you know...

### Ocean Facts



The highest mountain in the world is actually in the ocean (Mauna Kea, Hawaii, at 33,474 feet), of which almost two-thirds is under water?

...All the oceans in the world combined contain almost 20 million tons of gold? If all this suspended gold could be mined, there would be enough for each person on Earth to have around nine pounds!

... The largest canyon on Earth is actually under water? (The Monterey Bay Submarine Canyon is deeper and larger than the Grand Canyon!)

... There is actually a scientific reason why some areas in the ocean appear bluer and prettier than others? Microscopic plants (called phytoplankton) in sea water absorb alot of the color blue while sea water alone absorbs the least amount of blue. Thus, waters with fewer plants reflect back more of that beautiful blue for us to see and appreciate!

... Nine out of ten of the earth's volcanoes are in the ocean? (The area of largest concentration of active volcanoes known to man is on the sea floor of the South Pacific.)

**Q:** Our business is sponsoring a local youth sports team this summer and we want to promote our involvement in a fun and different way beyond the shirts and hats we're providing. Do you have any suggestions?



**A:** Sponsoring a local sports team is a great way to show community support while building awareness and goodwill for your company. I suggest distributing items the kids will want to use on and off the field, such as water bottles, towels, and drawstring tote bags or duffel bags. And don't forget about the parents sitting on the sidelines — after all, they're the ones who will do business with your company. Anything you can do to make their time on the sidelines more comfortable will be appreciated, such as logo'd sunscreen and insect repellent wipes, sun visors, bottle openers, cooler totes and camp chairs.

**Q:** We're interested in starting a cross-marketing program with other local businesses, but aren't sure how to go about doing this. Help, please!



**A:** A cross-marketing program involves teaming up with related (but non-competing) companies to promote your businesses together. This can be a great source of referrals and new business. For example, a pet groomer can team up with an animal clinic, a carpenter with a painter, or a florist with a wine shop and jewelry store. You can place flyers about your business in acrylic stands or literature holders on the counters in your partners' businesses, or give them coupons they can include in shopping bags or mail with invoices. Make your business stand out even more by giving your cross-marketing partners promotional items with your logo to hand out to customers, such as pens, stress relievers, jar openers, tote bags and can coozies.