

IMAGINE . . . YOUR IMPRINT HERE

Call Kaitlin at:
Competitive Edge Communications
800-575-8050 FAX 770-919-1771
E-MAIL: kaitlin@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.

Winter/Spring 2014

- 2 PRODUCT SPOTLIGHT**
Classic Executive Gift Updates to Attract Young Professionals
- EVENTS**
Event Planning Tips
- LAGNIAPPE**
Quotable Quotes
- 3 HOLIDAY TIPS**
Holidays Help Make Lasting Impressions
- SUCCESS STORIES**
Blooming Business
- THE RIDDLER**
Your Chance to Win a Free Gift
- 4 SOMETHING TO THINK ABOUT**
Rules for Being Human
- DEAR ADDY**
Answers Your Promotional Questions



Maximize Marketing in 2014

The onset of a new year is a wonderful time to formalize marketing strategies. Initiate a plan by creating a detailed monthly calendar that highlights what you want to accomplish in that month, the action steps required to reach those goals and the necessary budget.

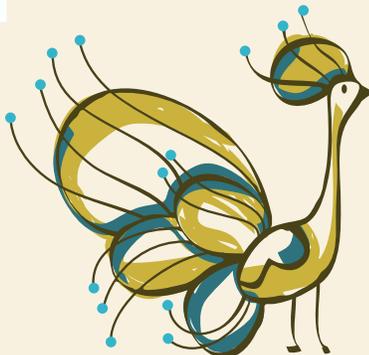
As you develop the annual marketing framework, do not forget to include promotional products as part of the plan. Studies show that promotional products are extremely effective when used in conjunction with traditional advertising, sales, promotions and public relations. Further, promotional items are tangible, which means that long after the commercials stop running, the promotional items remain in the hands of consumers.

Think about how many imprinted pens, mugs, umbrellas, carrier bags, wearable's (hats, T-shirts, vests) that are in your home or place of business; research says that it's likely five or more.

Here are a few more tips to keep in mind when developing a marketing plan that includes promotional products:

Keep it realistic. A good plan needs to be attainable through hard work. Otherwise you will grow frustrated and abandon the plan.

"It's all in the timing." Want to hit a sales goal in February then plan ahead to achieve target times. When using promotional items think about upcoming holidays or awareness themes and decide if the theme should be a springboard for a campaign.



ROUTE TO:



Help clients meet their New Year's resolution to save money by providing a branded coupon organizer or target women with manicure kits or handbags on March's Women's Day. Ultimately, ensure that the marketing and promotions reach customers at the right time. Remember to budget enough time for designing and ordering the products, delivery and distribution.



Know the audience. Promotional products provide an excellent return on investment, but are most effective when targeted for a specific audience. A walker caddy or wheelchair tote bag would be useful to someone that needs



the assistance of a walker or wheelchair and would help promote senior citizen care facilities or hospitals. But if the client were in good physical condition the walker tote would not be useful or practical and would quickly be discarded. Before ordering a product ask: whom does the organization serve and what do clients deem useful?

Event Planning Tips



Yes, event planning can be an overwhelming task when so many details need to be perfect. But, did you know that we can help with many aspects of your event preparation? Although we cannot book your venue or plan your company's tradeshow event, we can, however, take care of all of your promotional needs; from name tags, tablecloths, save the date cards, invitations, thank you cards, banners, signage, balloons, noisemakers, and more.

Do you have an inventory of unused or old promotional items in a closet? Use them at an event! Purchase a "Wheel of Fortune" and have event attendees spin their way to fun and prizes. For instance, fine glassware can make a lasting impression and keep your brand top of mind long after the event. **Call us today for stress and worry free planning!**



Classic Executive Gift Updates to Attract Young Professionals

A thin ballpoint style pen has been a gold status symbol among executives for decades. Now, to remain current and relevant, pen makers are incorporating new technology into manufacturing traditions, which is proving to attract a new generation of young professionals.



The most obvious updates are to the mechanisms that have evolved to include slide out and extending cartridges. One pen style is so versatile that it allows users to switch from stylus, to pen then pencil, and back again. Other new features include stylus tops, free flowing gel ink, modern trims and colors, as well as pens with USB hubs and flashlights. A traditionalist? Fear not. The thin classic executive pen will always have a place among manufacturers.



When it is time to order a corporate gift, do not over look the classic gift that time and time again evokes an emotional reaction. Executive pens have a long history of making a return on investment. With classic and new styles that cater to both mature and young professionals, pens are a safe corporate gift choice, one that will be valued and long remembered by your client.



STEPS FOR A SUCCESSFUL EVENT

1. Set a date
2. Book a venue
3. Compile an invitation list to gauge event attendance
4. Plan event marketing
5. Call us today to take care of all the details from invitations to your promotional items



Lagniappe

(a little something extra)

Quotable Quotes

A company is only as good as the people it keeps.
-Mary Kary Ash

We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths.
-Walt Disney

The printed newspaper is a powerful showcase for news, opinion and advertising.
-Jill Abramson





Holidays Help Make Lasting Impressions

Promotional products are ideal for business gifts, giveaways, branding, product launches, direct mail campaigns and incentive programs. With so many ways to use promotional products sometimes it is fun to add another element – a holiday theme – to the marketing layer. Here are three examples of how to use promotional products with an upcoming holiday.



The New Year offers many opportunities for promotional products to be tied to advertising plans and incentive programs. Perhaps the most obvious merchandise for this

purpose is exercise themed: workout clothes, pedometers and sports bottles. But New Year's doesn't have to always be about getting in shape. Instead, it could be a well-timed introduction to an employee incentive program – "Best Year Yet!" or "Best Sales Ever!" At the incentive launch, employees can be given targets for the year, along with a calendar of awards for each quarter, a picture of the tantalizing year-end prize, and something immediate to help them remember their goals like a key chain or a domed decal that will adhere anywhere. Ideas for prizes are limitless from cookware, golf sets, luggage, gift cards, tablets and cameras.

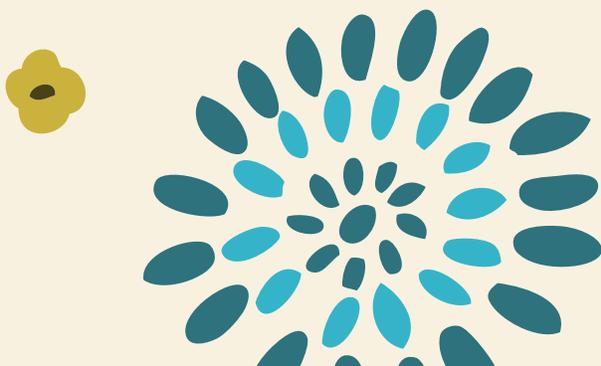
Heading to a tradeshow or convention the week of Saint Patrick's Day? Don't forget to take the party with you. Give your booth a party theme and attendees will not want to miss out on the fun. Leprechaun hats and four leaf clover temporary tattoos are great holiday themed icebreakers.



Valentine's Day is an opportunity to warm the hearts of every new and potential client you meet. This year, try running a "lovers special" at the shop. Hang an eye-catching banner and help customers fall in love with your brand by providing all customers with a cuddly plush animal or heart shaped tote as a valentine. Or nonprofits can thank donors from the "bottom of my heart" by sending a branded coffee mug. A donor may even reciprocate the love with a new donation.



No matter what holiday is coming, clients, customers, patrons, employees and donors – everyone – will appreciate your company's extra effort and thoughtfulness.



Blooming Business



Landscape Supply, Inc. needed to create goodwill and increase awareness with designers and builders at a trade show.

To prepare, the company researched gifts that could be linked to the company's products and benefits. Also, the firm read that delivering promotional items before, during and after the trade show can double awareness of an exhibitor's products, and the company wanted to test that statement. Landscape Supply, Inc. settled on a seed, soil and pot set.

The company sent out a preshow mailer that included personalized seed packets, the event stall number and a reminder to pick up another free gift at their booth. At the tradeshow, samples of a new soil/fertilizer combination were passed out in branded boxes. After the show, the company sent follow-up letters along with personalized pots.

In the end, the company spent \$1,600 on the entire promotion and gained 21 new clients and \$38,000 in new business.



Landscape Supply, Inc. was pleased with their results. Not only did the three-phased promotion deliver immediate income, but also traffic at the booth more than doubled, which might translate to future sales. The company is already planning its next trade show promotion, and is a true believer in the industry preshow, at-show and post-show promotional product model.



The Riddler



YOUR CHANCE TO WIN A FREE GIFT

My life can be measured in hours;
I serve by being devoured.
Thin, I am quick; fat, I am slow.
Wind is my foe.
What am I?

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: Charcoal

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
- Winter/Spring 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



Something to think about...

RULES FOR BEING HUMAN

I. YOU WILL RECEIVE A BODY. You may like it or hate it but it will be yours for the entire period this time around.

II. YOU WILL LEARN LESSONS. You are enrolled in a full-time informal school called Life. Each day you will have the opportunity to learn lessons. You may like the lessons or think them irrelevant or stupid.

III. THERE ARE NO MISTAKES, ONLY LESSONS. Growth is a process of experimentation. The "failed" experiments are as much a part of the process as the experiment that ultimately "works."

IV. A LESSON IS REPEATED UNTIL LEARNED. A lesson will be presented to you in various forms until you have learned it. When you have learned it, you can then go to the next lesson.

V. LEARNING LESSONS DOES NOT END. There is no part of life that does not contain its lesson. If you are alive, there are lessons to be learned.

VI. WHAT YOU MAKE OF YOUR LIFE IS UP TO YOU. You have all the tools and resources you need, what you do with them is up to you. The choice is yours.

VII. YOUR ANSWERS ARE WITHIN YOU. The answers to life's questions lie inside you. All you need to do is look, listen, and trust.

Please copy and fax or mail your request

Dear Addy,

NEED HELP? SEND US YOUR QUESTIONS

Q: I am a hotel manager that is set on increasing patronage from loyal business travelers this year. How can promotional products help me reach my goal?

A: As part of your hotel's loyalty reward program consider offering free gifts with visits. For example, after a customer signs up with the reward program provide a small, tangible token of appreciation like a box of chocolates. After five stays, the free gift should increase in value, such as a fleece blanket or tablet sleeve. For the frequent and loyal patrons, consider placing a high quality portfolio or a gift basket in their room upon arrival. Senior executives have expressed that branded cases are a favorite gift because of their usefulness and professional appearance. The investment will be worthwhile when your hotel's branded merchandise is carried into their meetings. Follow this advice and business travelers will feel appreciated; and when it is time to book their next business or family trip, no other hotel will do.



Q: My small hardware store does not have a TV, radio or print advertising budget. How can I create a "buzz" about my store to increase store traffic?

A: Customer appreciation days work well to create crowds and increase store visibility. Make your store look festive with balloons and flags outside the store to attract the customer's attention. Also, offer free donuts, cookies or cake. Imprinted promotional items such as measuring tape key chains, multi-tools, camping chairs, coolers or collapsible camping lanterns for giveaways or raffle prizes. Do not forget to call product manufacturers to ask if they can help subsidize the cost of promotional items in exchange for their logo or brand to be included on the promotional merchandise. You will be surprised how many are willing to help.

