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Promotional times™

Information and Ideas for
Improving Sales, Image & Profits



LET'S GIVE 'EM SOMETHING TO TALK ABOUT

The purpose of this newsletter is to help our clients grow their business! Promotional products increase awareness, help with company branding initiatives, and assist with lead generation. Promotional awards and products improve customer loyalty, employee morale and productivity! Enjoy this issue and use it to help your business grow!

Summer/Fall 2015

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DEAR ADDY

Answers Your Promotional Questions

You are fortunate to work with a great team of people at a great company. You're all incredibly hard-working and have been devoting all of your waking hours to the launch and development of a new product or service. You're getting ready to roll it out, but you're not quite sure how to garner the local media attention you know you need to truly make this roll-out effective.



Creative marketing to capture public relations in newspapers and publicity on news segments is a priceless opportunity that you know could be the boost you're looking for. But when you know reporters are pouring over hundreds of press releases every week, how can you make your company stand out to that one person who decides which to read and which go into a filed away history?

Consider using a promotional item to capture their attention! In addition to your well-written press release that boasts the value of your new product or service, including a tangible item, either by hand-delivery or by package, could be just the push you need.

Recently a new graphic design firm launched a new design package, targeted toward putting together logos for small businesses. By doing research in their area, they realized that many of the small businesses they were trying to appeal to were involved in their local chapter of the Chamber of Commerce. They put together a package for the head of the Chamber (who also sent out updates and news blasts) that included a lemonade sipper kit with the phrase "We can get your juices flowing," in the card. The actual kit had the logo and information available for the Chamber president, and they were able to provide him something useful (where he gets to see their company's contact information!) and clever, both important components of the graphic design industry. By including the press release in the package, he had all of the

information needed to pass on to members who needed the support with their graphics.

Maybe you want the chance to capture the attention of more people, so you're looking for a low cost per unit in order to maximize your outreach. Consider a customized beach ball with the phrase "Have a ball this summer," in your note. It could be as simple as using this tagline to promote your cleaning business, "Have a ball this summer. Let us clean up so you don't have to." By including the beach ball with a press release that boasts your low summer package prices, you increase your chances of getting that free press in your local paper.

Don't let all of those hours of hard work and energy go to waste! You know you have an excellent product or service that people want and need; utilize these products in your strategy to make sure you get the attention you deserve.

ROUTE TO:





RECOGNIZE SUCCESS BY BUILDING A REWARDS PROGRAM FOR YOUR EMPLOYEES

Sometimes as the weather gets warmer, keeping the attention of your employees can be tough. Hotter temperatures can cause lackluster performance along with daydreams of Hawaiian vacations.

Rather than completely ignore the fact that these visions are dancing in your employees' heads, use it to your advantage! Consider creating a rewards program for your employees.

Start by finding a way to measure their success. Maybe your business is built on lead generation. Set up prizes for them to capture the excitement of the summer months!



Maybe start with the grand prize, what they're striving for. Hawaii might be difficult to capture, but maybe a stay at a local lake or beach retreat. You may even be able to work out a trade with the business, depending on what your company can offer.



As well as a grand prize, perhaps there are awards for each of the other tiers. Second place could be a beach umbrella, coupled with a half day of vacation. The bonus for you? You can customize it by printing your company's name on it, so beachgoers will be exposed to your brand. A literal win-win.

For third place, consider a beach towel. You could even capitalize on its relatively low per-unit price and have a few more made up to thank great clients. This particular towel is extra special because of its second purpose as a game to play on the sand or in the park! Now the winner will be sure to bring along the towel game to entertain kids, while also sharing the name of your brand.

Regardless of how you roll it out, the Fun in the Sun Challenge for your employees will help revitalize them during the summer months, capture their interest, and ultimately help keep your business running smoothly.

The Riddler

YOUR CHANCE TO WIN A FREE GIFT

HOW DID MARK LEGALLY MARRY THREE WOMEN IN RHODE ISLAND, WITHOUT DIVORCING ANY OF THEM, BECOMING LEGALLY SEPARATED, OR ANY OF THEM DYING?



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: **library.**



PARTNERSHIPS: A MUTUALLY BENEFICIAL BUSINESS STRATEGY

In life, many items are complementary. Peanut butter and jelly. Sun and sunglasses. Baseball and hot dogs. While not everything as an obvious a pair as marshmallows and campfires, there are great benefits in partnering up.

1. Determine what local business could offer a return for you. By selecting a business that captures a similar market to yours, you can zero-in on a great partner. (A photographer might pair up with a day care; both businesses have a heavy client-base of parents and children.)
2. Decide what you could do to help that business. Choose a business that could benefit from your product, service, or exposure to your client base.
3. Meet with the business owner. Set a time to connect and explain your plan to help promote each other's businesses (the photographer could offer a class picture; this gives value to the day care's service and gives the chance for the photographer to sell portraits).
4. Work together to come up with an implementation plan. Determine how to make this happen by fine-tuning the best way to make it happen (set up a picture day in advance and notify parents of day, prices, and packages).
5. Maintain the relationship. If the first cross-promotion is a success, keep the relationship going! Offer the other business owner discounts or special perks to continue the access and sharing of clients.

Lagniappe

(a little something extra)

Inspire.

"Sometimes the questions are complicated and the answers are simple." – DR. SEUSS

"It is our choices... that show what we truly are, far more than our abilities." – JK ROWLING

"The last thing you want to do is finish playing or doing anything and wish you could have worked harder." – DEREK JETER

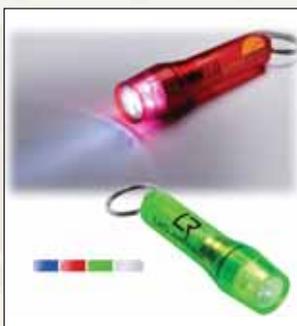
"I have never, ever focused on the negative of things. I always look at the positive." – SONIA SOTOMAYOR



GIVE IT AWAY, NOW

Finding products to hand out as giveaways at booths at trade shows, festivals, and outdoor markets can be challenging. You're looking for a low cost per-unit so you can reach as many customers as possible, but still want something that isn't cheap. You need something that is useful and will be kept around by the potential client for brand recognition, so they remember you every time they use it.

Sport Towels. Every golfer needs a hand towel! A basketball player needs to wipe his brow. A soccer player dries off his neck. If you're at an event that is geared towards sports players, consider having a custom sports towel printed with your logo. Every time that person heads out to the links, he or she will get a glimpse of your logo.



Mini flashlights. With the warmer months comes a need to be outside more often at night! Mini flashlights are a really handy item for a person to have around. They can be stored in a tackle box, kept in a glove compartment, or used to tell scary stories during a camping trip. With just enough space for your company's logo and number, it also serves as a reminder of how they got it.

Magnets. They're a classic for a reason! The recipient can stick it on the fridge to hold up children's artwork and have your phone number at the ready. Your business to business client can have it on a filing cabinet as a reminder to call and replenish their stock. Best of all, getting a ton of these won't break the bank!

Know your audience at events and turn them into clients!

1. Before even attending an event, find out who the demographic is going to be. If there is a cost associated with attending and the people coming have no need for your product or service, you may want to pass.
2. When you found a place you're going to send a representative to because your target market will be present, find an item to giveaway or a raffle prize that will be appealing. By having an engaging item, you break the ice and create a reason for attendees to talk to you.
3. If using a raffle, create an info sheet that will garner the right contact information for you. This includes name, business, email and phone number, but is also an opportunity for you to ask simple questions: do they have a use for your product? Would they like to hear more? Include one or two questions on the info sheet. If doing giveaways only, have clipboards with space for contact information for attendees that are requesting more information from you.
4. Compile the info sheets into a database to use as leads; you now have a way to follow up with new potential customers!

GET YOUR GRUB ON

With the onslaught of summer comes graduations, weddings, barbecues, and other social events. Sometimes the most forgotten item is the most obvious – food! What better to give to congratulate the new bride and groom, grad, or retiree?



Gimme cookies! After a long wedding night, one of the most common phrases uttered by a bride and groom is "we never really got a chance to eat!" Show a client or employee you care by having a box of cookies delivered to them for their wedding night. You even have the chance to send well-wishes with your company's

name foil-stamped. They'll never forget about your kind gesture as they fill their tummies with a late night snack.



Go nuts! All of the offerings at outdoor events tend to skew toward the unhealthy. Maybe a client is having an outdoor employee appreciation event for their staff. Maybe your sales manager's son is graduating from college. A gourmet tin of nuts offers a shelf-stable solution to their party, as well as the thought that they'll remember forever.



Snack the night away! You'll be everyone's favorite person at the campfire or picnic when they show up with this basket from you! Remembering your clients' big employee events and showing

that YOU also care, helps continue that relationship. Being thoughtful is an intangible characteristic that makes people want to continue doing business with you.



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

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SUCCESS STORY

SCHOOLS WIN!

A local teacher supply company that just opened up in town wanted to find a way to make their presence known to the schools. As a new business, the marketing budget for giveaways wasn't as large as they'd like it to be. For them, they needed to find a way to build a reputation quickly, make their presence known, and become the first place teachers would go when they needed something for their classroom.



Thinking quickly, the store reached out to the three local school districts and put together a basket of their products for raffle at each of their next teacher trainings. They also had pencils printed with their business name and phone number, and offered a 10% discount to first-time shoppers.

By generating the leads in enticing them during the raffle, they built up an interest list that allows them to reach out any time they're having a promotion. The pencils also served as a reminder to all of the teachers who picked it up as a freebie (you can never have too many pencils!) that they were now there to serve them. Their foot traffic improved by 400% the next month!

DEAR ADDY, NEED HELP? SEND US YOUR QUESTIONS.

Q: My wife and I are trying to decide what to get for an employee that has been with us for five years! We'd like to implement a program that rewards our employees based on milestones, this way we can keep it equitable, but aren't sure what conveys our gratitude and is appropriate for an employee. We were hoping for something that would be suitable for autumn weather, as there will be a definite chill in the air by the time we give it to him.

Thanks in advance,
Grateful Boss

A: Dear Grateful Boss,
A jacket is always a great award to give an employee. It's something that will help him take the guesswork out of what to wear to work, is useful, and is something that has definite value. Your five year award could be a choice of a few different jackets, and you can even have it embroidered with your company logo!

