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# Promotional<sup>TM</sup> times

Information and Ideas for  
Improving Sales, Image & Profits



## 5 Tips on Choosing the Right Promotional Products for Your Company

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 2012

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ROUTETO:

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**1. Set a budget.** Often when people consider promotional products, they think of cheap giveaway items like pens and water bottles. However, the truth is that the prices (and quality) of promotional products can vary widely. For example, while you can get pens with your logo for pennies on the dollar, you may pay handsomely for high end products like jackets and luggage. So before you choose a product, you need to make sure that you have a budget in mind. That means you know how much you're willing to spend overall, as well as a price per product to ensure that you get a large enough quantity to serve the necessary purpose.

**2. Consider your target market.** As with all of your marketing endeavors, you should always think about what audience you are trying to reach. For example, if you produce a product that people may use in their offices, then you probably don't want to send out kids coloring books. Instead you might opt for a desktop caddy to help them get organized in their office, as that's a product your target audience may be interested in.

**3. What's the useful life of the product?** You want to get the most bang for your buck. That means you need to consider how long will someone use the promotional product you give them. Is it something they're going to toss out and forget all about within a day? Or are you providing them with a legitimately useful product that they will travel with and show off? Think about it—if you give them something like a grocery bag or a coffee mug, then they will use it and reuse it, allowing everyone they pass to see your company's logo. That's smart marketing.



**4. Match products with your business.** This connects largely with the number two point we made above. Not only should the promotional products connect with your target audience, but they also need to be in line with your company (your message, your values, and your products and services). A good example of this might be a bookstore handing out bookmarks. It's a useful product that connects with the product they sell. And the message is clear: you need to read, and we can help supply you with your reading material.



**5. Where will you give them out?** Are you sending out products in the mail? Are you giving them to employees at an award ceremony? Are you attending a trade show? Whatever the case, make sure you think about where and how you will distribute your products. While certain products, such as water bottles, may prove versatile and easy to use at all sorts of events, others may lend themselves to something in particular. For example, you probably aren't going to send out bomber jackets in the mail as they'd be too expensive to ship in a mass mail out (much less purchase).



*Still need help deciding? Give us a call and we'll help you out!*



# Start Planning Your 2013 Incentive Program

Time flies! And that means that 2012 will give birth to 2013 before you know it. The question is, will your company be prepared to enter 2013 running on all cylinders? We recommend that you go ahead and plan out your employee 2013 incentive program now to make sure you hit the ground not just running, but in a full-on sprint!

Of course, we strongly suggest that you make promotional products an integral part of your 2013 incentive program. You can use small, inexpensive items to help you launch the program and get your employees excited. Then you can follow that up with more expensive, coveted promotional products as rewards within the incentive system itself. For example, start the program off with a promo sticky pad to remind them to keep their eye on the prize. Then set a grand prize like an

all-you-could-need tailgating pack to help them get ready for the next big football game!



# Marketing to Aging Baby Boomers

Baby Boomers represent approximately 30 percent of the US population, and each year about 4 million of the Boomers turn 50. So what does that mean for you, the savvy business owner or marketing rep? Well, it means that you need to understand how to market to this aging section of your customer base—because statistics also show that they control about 50 percent of all the US’s discretionary income. In other words, you’re sitting on a potential goldmine if you could just figure out how to best tap into it.

That said, here are a few things to keep in mind in respect to marketing to this powerful, aging generation.

- **Boomers act on referrals.** While a young 20-something is likely to go searching for products and services online, Baby Boomers tend to place more weight on referrals. How can you capitalize on this? Get active on social media and give clients incentives to refer their friends (namely Baby Boomers) to your website. Maybe you could even use promotional products to offer incentives for referrals.

- **They place more emphasis on practicality.** When a Baby Boomer looks at a product or service, they simply aren’t worried about what or who is cool. In other words, the fads don’t faze them. That said, make sure your marketing efforts are focused on the manner in which your product benefits them. How does it fill a need in their life? How can they use it to help themselves out? Keep this in mind also with the promotional products you use. For example, an aging Boomer may find a branded magnifying ruler as something useful for their waning eyesight, causing them to keep it around longer.



- **Don’t focus on age.** It’s common sense—who wants to constantly identify with their age? Yes Baby Boomers are getting old, but they don’t want their age to define them. With things like Active Senior Adult Communities springing up all over the place, it’s clear that Baby Boomers are redefining the way we look at the Golden Years. So make sure your marketing efforts don’t dwell on how old people are getting. Instead, maybe focus on how more people are wanting to remain more active with promotional products such as exercise equipment. For example, you could purchase a nice jump rope with your logo emblazoned on the handle.



## The Riddler

YOUR CHANCE TO WIN A FREE GIFT

**Q:** What goes around the world and stays in a corner?

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: *Silence*



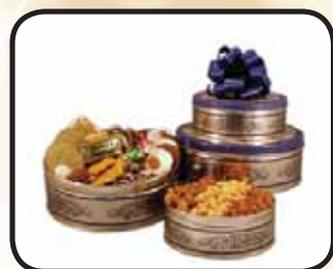
# Holiday Gifts for Clients and Employees

'Tis the season for gift giving. So don't leave out your employees or your important clients. Here are a few suggestions to get you started with holiday shopping.



- **Greeting cards**—Here's a good way to wish your employees and clients (present and former) happy holidays. Send them a greeting card! Everyone loves them, and you can personalize them as much as you please. Want a helpful hint? Consider sending yours early, or even sending a Thanksgiving card instead of a Christmas card, to stand out from the Christmas card pack!

- **Reversible computer sleeve**—Looking to spend a little bit more money but don't want to break the bank? You can get a reversible computer sleeve that allows the recipient to choose between two designs or colors. They're insulated to help protect computers, but can also be used to carry flat objects such as important documents. And of course they'll have your logo plastered on the side to make sure they remember who gave it to them (and allow people they pass by to see as well). You can also opt for an iPad sleeve if you so choose.



- **Holiday Cookie and Popcorn Tins**—Whether you're shopping for clients or employees, know this: everyone loves food. And it just wouldn't be the holidays without cookies and popcorn. So consider some of those fancy tins that come with assortments of cookies and popcorns. By the way, while you're at it—buy one for yourself! Your stomach will thank you.

Let us help you pick out promotional items for holiday gifts today!

# Giving the Gift of Time

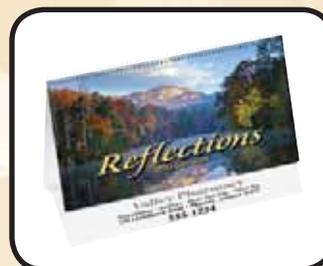


One woman in the Houston area found her niche when she realized a need that no one was really meeting—people don't have enough time. It was from this simple notion that her business was born.

"We live in one of the largest cities in America, and people are caught up in the hustle and bustle. They don't have time to do all the things on their to-do list, causing stress levels to shoot through the roof," Cori, the founder of a Houston-based personal assistant company explained. "My mission is to help them realize how much easier life would be if they had me crossing off items on their to-do list."



One way she keeps the idea fresh is through using promotional products. By plastering her logo on things such as wall and desktop calendars, she reminds people that she can help them with their booked schedules.



Promotional products can keep your brand on customer's minds as well.

*Contact us to discuss your options!*

**Lagniappe**  
(a little something extra)

## Quotable Quotes

*"A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers, they would continue to open their wallets."*

—Steve Jobs

*"If you can't feed a hundred people, then feed just one."*

—Mother Teresa



## One Liners

How many programmers does it take to screw in a light bulb? None, it's a hardware problem!

What do you call cheese that isn't yours?  
Nacho Cheese

Name something that has more lives than a cat?  
A frog, it croaks every night.

What is the difference between a man and a battery? A battery has a positive side.

What do you get when you cross a perm with a rabbit? Curly hare.

Why are E.T.s eyes so big? Because he saw the phone bill!

What do you call a sheep with no legs?  
A cloud



## Dear Addy,

### ANSWERS TO YOUR PROMOTIONAL QUESTIONS

**Q:** Fall is the best time of the year for 5ks, 10Ks, and Marathons. Have anything that can help us encourage our employees to do their best?

**A:** Sure—how about a marathon pedometer? And since your logo will be on it, you'll be offering support the entire way.

**Q:** I'm on the PTO at my child's school and we're about to start the fundraiser season. We have trouble making sure students tell their parents about our fundraisers sometimes. Can you help?

**A:** Well, to help promote the event you could give out magnets for kids to place on their refrigerators as reminders. Another great way to kick it off would be to get bag tags with the fundraiser info and have students place them on their backpacks...that way parents are sure to see them!



**NEED HELP? SEND US YOUR QUESTIONS.**

**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:**

**Toll Free: 888•549•5419  
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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: \_\_\_\_\_

Contact \_\_\_\_\_

Company \_\_\_\_\_

Address (if different from addressee) \_\_\_\_\_

Phone/Fax/Email \_\_\_\_\_

Riddle Answer \_\_\_\_\_

Please copy and fax or mail your request



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