



232 Crown High Court  
Colorado Springs, CO 80904

719 • 597 • 5526  
888 • 549 • 5419

# Promotional 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.

## Spring/Summer 2013

### 2 MARKETING TIPS

Tradeshaw Logic

### INCENTIVES & REWARDS

Harness the Power of Social Media

### 3 MOTIVATION

Something Different

### SUCCESS STORY

Promotional Success Fuels

Branding Process

### THE RIDDLER

Your Chance to Win a Free Gift

### LAGNIAPPE

Quotable Quotes

### 4 DEAR ADDY

Answers Your Promotional Questions

## Spring has Sprung

Spring Fever. As the temperature warms up, encourage clients, customers and employees that are itching to get outdoors to keep your company front of mind with these great promotional items:



This Urban Peak backpack is an impressive looking product and your company's brand is going to look great on it. Coveted by outdoor and travel enthusiasts, this item is sure to be well traveled. Where will your logo go - the Alps, Hawaii, Paris, or down to the local coffee shop?



People love high tech gadgets, and since spring weather can be unpredictable, this promotional item is almost guaranteed to be an instant hit. Clients will always know when the weather is perfect to get outside and enjoy their day. Plus, they will have your company to thank.



**Spring Cleaning.** According to a survey by the Soap and Detergent Association, nearly two thirds of people will engage in spring-cleaning with the kitchen and bathrooms at the top of the chore list. Make this work easier for clients by offering branded products that get the job done. Customers will appreciate you.



**Spring Forward.** Want your organization's name to hang around for a while? Then do not miss out on using daylight saving time as a marketing opportunity. Send clients a friendly time change reminder and include a gift: a wall clock. Whether the clock hangs in an office, waiting room or home - it is about time your company gets the notice it deserves.



**Spring Showers.** Who hasn't heard that spring showers bring spring flowers? This spring protect customers or their gear from the elements while advertising your brand.

With large areas for imprinting logos, it is no wonder that umbrellas are one of the hottest promotional items. Call your representative today to discuss ideas from high quality umbrellas, market and patio umbrellas, to nontraditional umbrellas - the choices are limitless.

ROUTETO:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



# Tradeshow Logic



If your company is looking to generate more traffic at its next tradeshow, which can translate to new and repeat sales then follow these simple steps.

### Prior to the Show

1. Send out a postcard with coupons redeemable for free promotional items. Remember to choose an item that has a high-perceived value to ensure that customers stop by the booth.
2. Include attention grabbing reminder stickers on all company mailings that provide the date and location of the tradeshow, as well as the booth number.
3. Create a tradeshow banner on your website with a link to the show schedule.

### Show Time

1. Stage a raffle or contest at your booth for a great prize – think ipad, laptop, gift cards, television. Require that patrons leave their name, email, phone, and mailing address so that the winner can be notified. This is a great way to capture contact information for follow up leads.
2. Utilize signage that looks fantastic to make sure your booth will attract attention.
3. Wear your brand. Make sure that everyone staffed at the booth is wearing professional looking apparel imprinted with your company’s logo.
4. Bring only the most knowledgeable and friendly staff to work the booths. Engage. Engage. Engage.
5. Create buzz. Use large inflatable balloons to attract attention to the booth. These one time investments will pay for themselves again and again through increased sales.



### Incentives & Rewards

# Harness the Power of Social Media

So your company has a Facebook and/or Twitter following but what do you do with it now? Most importantly be present and be seen – write witty posts, introduce new products, and continue to drive new and repeat followers to the company’s page by holding regular contests.



Prizes, prizes, prizes. Everyone loves getting something for free. Offering regular giveaways for “likes,” “comments,” “shares,” or “friending” is a great way to ensure that your company gets visibility. Remember, the prize needs to be something that people want like digital picture frames, music downloads, and chopping blocks. Most importantly, remember to imprint your company’s image on the prize so that customers are reminded of their win.

Fun and free will always keep them coming back to your page. And that translates to your company being top of mind when a customer needs your services.



## Something Different

If your company is looking to entice inactive clients, prompt the best ones, or find new business then it might be time to implement a customer rewards program. This planetarium clock with a globe design is an unusual yet classy gift sure to motivate and reward clients. Sit back and watch customer retention and sales revenue increase to out of this world levels.



Own a gym or fitness center, then consider offering clients a gift for joining. Customers will feel much better stepping into the showers knowing that their feet are protected not to mention that people simply love flip-flops. Something this useful and loved is sure to have staying power.



Want your company to get noticed? Then think about taking a trip to the bathroom. According to research, the average person washes their hands more than ten times a day. Branded soap will not only keep clients and employees healthy, it might be the subliminal message that takes your organization to new heights.



## “A Chew”

Spring is a beautiful time of year, but it also brings pollen and many other allergens. Is there any better way to keep your company top of mind than by literally sitting on a client’s desk? Talk about visibility. “Bless you.”



## Promotional Success Fuels Branding Process

A pediatrician’s office wanted something to comfort children when they had invasive procedures or shots. After speaking with a promotional product representative, a soft, comfortable teddy bear was created.

These teddy bears became so popular with patients and parents that the practice made the bear its official office mascot, which sparked a branding campaign. The bear’s image was incorporated onto letterhead, signage, appointment cards, even stress balls.

One parent claims, “In my house, the bear is an absolute lifesaver for all things medical. Whether it is a scrape that needs cleaning or its time to administer medicine, Dr. Bear makes the job easier.” Parents also love that the office’s phone number is printed on the bear’s shirt. Calling the office has never been so easy.



## The Riddler

### YOUR CHANCE TO WIN A FREE GIFT

**Q:** I have holes on the top and bottom. I have holes on my left and on my right. And I have holes in the middle, yet I still hold water. 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: *A Secret*

## Lagniappe

(a little something extra)

## Quotable Quotes

“May you live every day of your life.”  
- Jonathan Swift

“The greatest barrier to success is the fear of failure.”  
- Sven Goran Eriksson

“You know you’re old when someone compliments you on your alligator shoes, and you’re barefoot.”  
-Phyllis Diller

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**  
**719•597•5526**  
**fax: 719•574•7082**  
**cyndi@promoz.com**



232 Crown High Court • Colorado Springs, CO 80904

I'm interested in:

- Lead Generators       Employee Motivation
- Green Promotions     Apparel
- Tradeshow Giveaways  Spring/Summer 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 -----

## Dear Addy,

NEED HELP? SEND US YOUR QUESTIONS.

**Q:** My corporation wants to contribute gifts to a local elementary school after students finish a neighborhood garden project. This project started as a way to commemorate Earth Day, but has turned into something much greater for the community. How can we celebrate these students' initiative?

**A:** Books always make a great gift, especially for schools. Whether your corporation decides to distribute themed books on the environment or personal journals to encourage writing make sure that the gift is branded. Students and teachers will love being recognized and parents will fondly remember your organization's goodwill.

**Q:** My University is holding a recruitment weekend. We will be offering tours and information sessions to prospective students. Should promotional items be given out?

**A:** Absolutely distribute promotional items. They might make the difference when it's decision time. I always like to include at least two branded items for these types of events. The first item should help make their present experience more enjoyable, such as snacks and water. If people are hungry or thirsty, that is all they will be thinking about during the tour and presentation. The other promotional item should have a longer life. You cannot go wrong with totes, visors, and fan apparel.

