



232 Crown High Court  
Colorado Springs, CO 80904

888 • 549 • 5419

# Promotional<sup>TM</sup> times

Information and Ideas for  
Improving Sales, Image & Profits



## TURN THE HEAT UP ON YOUR SUMMER PROMOTIONS

After suffering through chilly weather and the rain of early springtime, summer is just around the corner! Before the weather dries out completely, take time to forecast and develop your marketing plan for the summertime! People are taking to the outdoors and are out-and-about on the weekends and in the evenings again... how can you use this to increase your business presence and generate leads?

**Throw a Summer Kick Off Barbeque.** Regardless of what industry you do business in, gathering with clients, community partners, and staff is an excellent way to kick off the season and get conversations going. Take to the parking lot, a park, or the beach and host VIPs with some hot dogs! It's the perfect chance to have face-to-face interactions to let everyone know what's new with your business. Investing in a great grill will give you an excuse to make it a tradition: happy hours, staff lunches, and future promotions.



**Make Sure Everyone's Hydrated.** Late spring and early summer have a calendar chocked-full of outdoor sporting events and activities. Team up with a local school, sports team, outdoor concert, festival, street fair, or farmer's market and hand out personalized water bottles to spectators that underestimated the warmth. By getting out there, and getting your name out there, your brand will start to become a local household name.

**Create a Relaxation Station.** Become the favorite stopping point at the next outdoor family gathering! Scoop up a number of these loungers and have them personalized with your branding. Moms and dads will be happy to sneak away for a break in the fresh air while the kids run around, and you'll have a chance to talk about the goods and services you provide.



Organizing your events calendar early and locking in the perfect places to get the word out about your products and services will help the rest of summer be smooth sailing!

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!

### Spring/Summer 2017

#### 2 MARKETING TIPS

Start your Summer with a Camp Out  
**INCENTIVES AND REWARDS**  
Keep them Connected

#### COMPANY EVENT

Partner up with Local Businesses  
**THE RIDDLER**  
Your Chance to Win a Free Gift

#### 3 PRODUCT SPOTLIGHT

Be Part of the Fix

#### BRANDING

Freshen up Your Tent Game

#### PROMOTIONS

Tailor Giveaways to Complement  
Your Product

#### LAGNIAPPE

Quotable Quotes  
(A Little Something Extra)

#### 4 TOP 10 DESTINATIONS

#### DEAR ADDY

Answers Your Promotional Questions

ROUTE TO:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## START YOUR SUMMER WITH A CAMP OUT

Regardless of whether you're in Canada or the states, going on a camp out on the first long weekend of summer is a well-loved tradition.

**Set Up Your Booth** – Have a camp out theme for your next tradeshow! Work the campfire angle and give away a camping essentials package as a raffle prize as you generate leads.

**Head to the Campground** – Go where the people are and set up shop down by your local spot. Offer a giveaway or samples of your product and notify the local news sources to get attention

**Community Building** – Award your staff with some sweet camping gear personalized with your company's brand and logo for them to take outdoors and get your business's name some visibility.



## KEEP THEM CONNECTED

Develop a contest for your staff this spring! Keeping the spirit of fun in the air for your group of employees will translate into camaraderie, productivity, and employee retention.



Have the competition center around your service goals; use this chance to collect data through surveys for customer satisfaction.

A great prize to strive for is a family and friends pass to a local water park or lake! Spring for a cabana as a special treat and award the winners with some custom beach towels so they bring the company's name on the excursion.



### COMPANY EVENT

## PARTNER UP WITH LOCAL BUSINESSES TO PRESENT TO THE COMMUNITY

Team up with other local businesses that have similar demographics to you! Working with a restaurant that caters to your potential clientele as well as other places that offer complementary products and services is the perfect chance to come together and share each other's contact lists to triple the attendance at your event! Raffle off your services, offer specials to the attendees, or come up with a special product package just for the events and watch the new business roll in!



### DID YOU KNOW?



Word-of-mouth marketing is the most effective form of marketing? People are most likely to discuss an excellent or terrible experience... be great by offering exceptional service from start to finish.

## The Riddler

### YOUR CHANCE TO WIN A FREE GIFT

Q: This word I know? Six letters it contains. Take away the last .... and only twelve remains. What is the word?

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: Tilly. Look at the first 2 letters of each name Do Re Mi Fa So La



Hand out magnets with the invitation and stick to the front of the fridge or cube! Work together with the rest of the group and come up with a door prize to incentivize attendance, such as a hammock for "swinging by."



## RAFFLE GIVEAWAY: BE PART OF THE FIX

At a tradeshow event, hundreds and sometimes thousands of other vendors are competing for the attention and memories of attendees. Finding a giveaway that will hang around is an excellent reminder of the valuable conversation you had with potential leads. These screwdrivers are an incredibly handy addition to a purse or glovebox and are sure to be used time and again.



## BRANDING

## FRESHEN UP YOUR TENT GAME



Don't wait until halfway through the season to replace your faded or worn down canopy. Kick off the outdoor gatherings in a fresh new canopy with a professional and eye-catching representation of your company. This is usually the first thing potential clients see and a great time to begin committing your business to



### Lagniappe

*(a little something extra)*

## Quotable Quotes

**“It’s OK to have your eggs in one basket as long as you control what happens to that basket.”**  
– Elon Musk

**“My success just evolved from working hard at the business at hand each day.”** – Johnny Carson

**“Communication – the human connection – is the key to personal and career success.”**– Paul J. Meyer

**“Brevity is the soul of wit.”** – William Shakespeare

**“Words, once they are printed, have a life of their own.”**  
– Carol Burnett

their memory.

## TAILOR GIVEAWAYS TO COMPLEMENT YOUR PRODUCT OR PROMOTION

Using giveaways as a marketing tool is an excellent way to draw attention to your business, thereby resulting in increased attention for your event or product kickoff. Finding the right product to get the message across and helping achieve your goal is key in strategizing.

**Fitness.** If you work in the fitness industry and are sponsoring an activity like a run or workout challenge, passing out water bottles is a great way to carry out the message.



**Real Estate.** Tailor a “moving essentials” gift to potential clients by providing them with information they’ll need to get their house on the market, along with packing essentials to help them move on to their next home. This journal book is the perfect size to carry around all of the time. It will keep them organized and let them know that you care.



**Education.** All of the teachers and parents will be the first to say how low supplies are the last couple months of school! Perk up their day and help everyone avoid the pencil panic by offering up writing instruments.

Creatively working your giveaway to start the conversation about what products or services you provide to potential clients is a great way to build the association between your brand and the industry you work in.



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:

**888•549•5419**  
**www.promoz.com**

I'm interested in:

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



232 Crown High Court • Colorado Springs, CO 80904

Please copy and fax or mail your request

## TOP 10 SUMMER DESTINATIONS

[www.travelchannel.com](http://www.travelchannel.com)



10. The Bahamas
9. Miami
8. Catalina Island, CA
7. Mackinac Island, MI
6. Ocean City, MD
5. Amsterdam
4. Virginia Beach, VA
3. Bora Bora
2. Dubai
1. Hawaii



## DEAR ADDY, NEED HELP? SEND US YOUR QUESTIONS.

**Q:** One of our partner businesses has offered us the chance to sponsor an item for their company picnic! It's an amazing opportunity because we see an overlap in our demographics and we really would like to provide them with something awesome they'll actually use. We are a specialty wine and cheese shop and will be including some of our own products, but we'd like to find something that would elevate our presentation.



**A:** Complementary products that carry through your branding are the perfect way to make sure you stand out in the crowd. Partnering up with other businesses really helps you leverage your marketing and sales efforts.

These picnic packs are the perfect solution for your special favors! They are ready to be emblazoned with your logo, will beautifully house your own special products, and will be a reminder of where they should go to stock up before their next picnic or barbeque.

Best of luck,  
Addy