

Strategies for the Effective Use Of Promotional Products

Table of Contents

About the Author 1
Introduction..... 1
Typical Uses of Promotional Products..... 2

Step 1 – Make it **Resonate** 3
Step 2 – Make it **Useable**..... 3
Step 3 – Make it **Valuable** 4
Step 4 – Make it **Last** 4

Additional Resources..... 4

About The Author

In 2009, Mike Kuharske founded a marketing firm with a revolutionary model for helping business-to-business (B2B) companies create a marketing system that produces strategic and predictable results. Gravity Marketing represents dozens of companies as their Virtual Marketing Officer, devising strategy and executing marketing activities on an ongoing basis.

Prior to starting his own firm, he led the marketing efforts of a Milwaukee-based publishing and media company resulting in a tripling of revenue and unprecedented profitability.

Additionally, his experience includes audience development, event production (attendance from 25 to 5,000), product development, strategic partnership development, marketing and B2B sales. He can be reached at 414.376.6500 or mkuharske@gravitym.com.

Introduction

The purpose of this document is to provide you with some simple strategies to increase the likelihood that a product or item carrying your logo or brand will be worth the investment.

When it comes to promotional products the options can be overwhelming. There are countless thousands of types of products, price points, categories and options. One of the most helpful strategies can be to work with a trusted supplier that can demonstrate that they understand your business and help you narrow down options to the ones that will achieve the desired purpose of the product.

Blinking Super Balls at a Trade Show

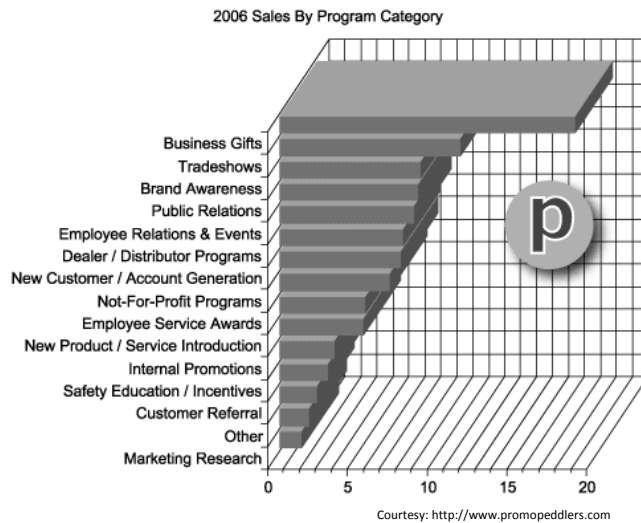
I once received a super ball that blinked and bounced spectacularly. While it was fun to bounce for the first few steps from their tradeshow booth, it quickly found my trash bin. Even if I had had a kid to give it to...what's the chance they're going to buy a new business telephone system?

Typical Uses of Promotional Products

When determining your product, first consider your purpose for the item. Is it simple brand awareness? Are you looking to reward clients and potential clients? Are you trying to generate leads at a trade show?

Depending on your purpose for the item, consider the four strategies in this document for making sure you choose an item that won't simply end up in a land fill somewhere.

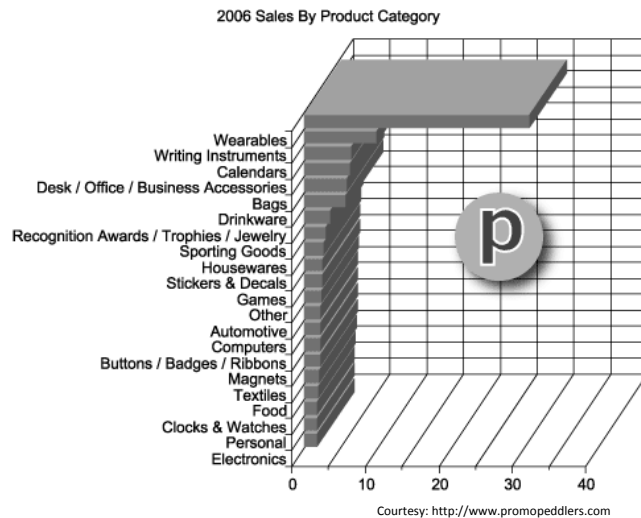
Some of the most popular reasons for purchasing promotional products include:



A Home Run –

Can you find an item that an executive would keep on their desk, use on a regular basis for a long time, believe is extremely valuable and love it...even if his or her competitor's logo were on it?

Some of the most popular categories of promotional products include:



Step 1 – Make it Resonate

One of the most important strategies is to make sure the item connects to your products, services, brand and especially your audience.

Ask yourself:

- Who exactly purchases our products or services?
- Where and when do they purchase our products or services?
- How do they purchase our products or services?
- What is the purpose of the product?

Considerations include:

- Is it something that immediately connects to your industry?
- Is it something that immediately connects to your audience?
- Is the item immediately relatable to what your company does?
- Does it convey a professional image, not too personal?
- Will it be used in at a time/place when your company is being considered?

Step 2 – Make it Useable

If you're anything like me, you've quickly thrown away countless promotional products that you just can't picture ever needing, using or wearing because they focus too much on our collective impulse for free things and not enough on practicality.

Common Mistake: If we don't have a brand as strong as Nike or Harley-Davidson, a logo can prevent someone from wearing, keeping or actively using the product you purchase. Consider an understated logo when considering the size or placement.

Ask yourself:

- Would I use this item even though it's from my competitor?
- Will it get put in a drawer or cupboard out of sight?
- Is the color and style something that will appeal to the vast majority?
- Is it usable without looking cheap?

Avoid Frivolous Items...they just end up in a junk drawer.

Example

Think of a Heating/Air Conditioning company that places a magnet on your heater. This puts their service department capabilities at the exact moment a homeowner is deciding who to call to fix the problem.

TIP

Most promotional product suppliers have access to both domestic and international suppliers. If you can order early, you may be able to get more products or a higher value item for the same budget.

Step 3 – Make it Valuable

Because something is valuable doesn't mean it costs a fortune. Your goal with a promotional product should be to get the highest perceived value at the lowest actual cost.

Example: Pens are notorious for being thrown in a drawer and never used because they're perceived as cheap. Consider how it looks, feels and writes. It's often very little difference in cost to get a pen that someone will actually choose to use on a regular basis.

Consider:

- What would the average person believe the value of the item to be?
- Is it something unique?
- Is it environmentally friendly? Does that matter?
- Is it practical?

Step 4 – Make it Last

Regardless of the type of item, the intended audience, or the purpose of the item, your goal should be to maximize the amount of exposure you get from the product. The best way to assure maximum exposure is to make sure the item will last a long time.

Avoid:

- Edible or Consumable Items – they're gone quickly.
- Easily Broken Items – Fragile items such as glassware can break quickly, or get stuffed in the back of a cupboard
- Seasonal Items – unless your promoting a product or service that is seasonal, try and make sure the item can be used all year

Step 5 – Additional Resources

- Browse an online catalog of thousands of products by category, type, cost and availability: <http://www.pnpromotions.net/search.htm>
- Download budgetary quotes on popular categories of items: http://site.pnpromo.com/Quick_Quotes.html
- Whitepaper: Maximizing Your Trade Show Investment: http://www.gravitym.com/Pages/16/Free_Tools.aspx?Menu=1
- Other Free Marketing Tools: <http://www.gravitym.com>

Tip – If you're brand isn't as strong as Harley-Davidson...folks aren't going to tattoo it on their body.

Consider a smaller less prominent logo placement on products. What you give up in size is made up for in the likelihood that someone will use it. On a hat, consider moving your logo to the side rather than the front.