

Why Promotional Products Still Matter?

Marketing has become an incredibly clever form of publicity - after all, it seems that no matter where we turn, there is advertising of some sort or another. Whether it be television adverts, bus ads, magazine adverts, online banners, social media and sponsored ad, it seems to be never ending.

And yet more traditional forms of advertising, such as Promotional Products - are still going strong. Whilst many people may have assumed that this form of advertising and marketing was dead in the water - the opposite is, in fact, true as promotional products are still an incredibly powerful marketing tool.

What is the point of releasing Promotional Products?

Promotional products allow people to see your brand, associate your brand and recognize your brand. All these things are important as the more people who become aware of your brand - the better results you will see in business and sales.



What items should I use for Promotional Products?

Well, a lot of the time it depends what your business actually is and what your budget is too. Both these things are likely to influence the type of promotional product you opt for. In general though, most companies tend to opt for things such as:

- Stationary: notepads, pens, pencils, rulers, erasers
- Bags: could include purses
- Business items: business card holder, address book, laptop sleeve
- Desk Accessories: Mugs, Glass, Calendars
- Clothing: T-shirts, caps, hats, socks, gloves, sweat bands

Whilst these are the most common items - you really can be inventive with this. In fact, it is often the more inventive choices for promotional products that are the most successful.

Remember your niche

Keep in mind the niche you're hoping to target though too. For example; t-shirts, caps and sweatbands are often great if you're a fitness brand or a gym. Desk supplies and stationary usually work better if you're targeting businesses or corporate niches. Try not to make the item "over branded" too - a product that is subtle and will actively be used will be much more effective.

When can I distribute them?

This depends on you. Perhaps you're looking to catch the eye of a potential client or customer? In which case - sending them a free gift (in the form of a promotional product) is a great idea, as they're more likely to pay attention to your business and brand if you've made the effort to send them something. Another occasion you could distribute them is during a trade show, an open day, or just out in public? You'd be surprised at how much attention "free stuff" will earn you and how people's curiosity will be roused. Have people form a queue around your distributors and watch the curiosity build, and your brand's reputation too with these tradeshow giveaways.

Is it easy to implement?

There are many outlets out there that stock and personalize cheap products that you can then distribute as promotional products. A great idea for small businesses (with small budgets) is to trial a few items first - this way you see which are most successful and which get the best return on investment.

When executed properly a promotional product marketing strategy can be hugely successful and very rewarding, both for sales and revenue, and the brand's awareness and reputation. So don't rush into it, consider your option and find the perfect product.