

THE
POWER
of
PROMOTIONAL
PRODUCTS

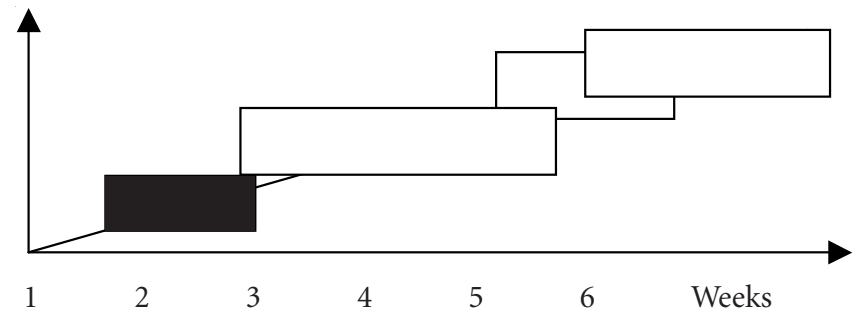
**“How to Motivate Prospects,
Reward Performance and
Create Targeted Promotions
with Residual Value...”**

by DAVID BLAISE
& MARIA CARLTON

Edited by Tonia Cook Kimbrough

Buying Trends

The average large ticket purchase takes approximately six weeks to close. (The higher the price the longer the process)



**Advertisers Currently Promoting
Product, Company or Offer**

The Power of Promotional Products

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Edited by Tonia Cook Kimbrough

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The client is most likely to buy from the advertisers marked by the white boxes. The company indicated by the black box runs the risk of missing out by no longer being “top of mind” when the client is ready to make the purchase.

The Process Over 6 Weeks

1. The clients first think about making a change.
2. They begin to notice advertising for the product.
3. They start to ask around, to find out what is available, where it is available... and the costs.
4. They begin looking in earnest.
5. They become emotionally involved with the desired purchase.
6. They purchase.

When you advertise a product, you are reaching individuals who may be in each of these stages. However, only those in stages 3 through 6 may be ready to buy! The others will be lost to you, unless you back up your short-term advertising with an ongoing campaign of branding or residual advertising.

One measure of advertising success is growth in the number of inquiries



Stop-start advertising and awareness.



Consistent, for increased awareness.

Table A - Thinking About Products

Here are a few questions to consider when deciding which types of promotional products to use for your marketing:

	Yes	No	Maybe
Do I want many low cost items?			
Do I want fewer, high quality, higher priced options?			
Do I need a large imprint area to accommodate more than just a logo?			
Does the product need to last for more than a few days?			
Will it be distributed by hand?			
Will it be sent via overnight courier?			
Will it be mailed?			
Is my company and project suited to fun or unusual novelty items?			
Is the item likely to get in front of and remain in front of the decision maker?			
Should I be conservative in my approach?			
Do I want the recipient to keep the product for himself or herself?			
Do I want the recipient to pass the item on to someone else after the message has been read?			
Does it matter if the item breaks or looks worn after the campaign is finished?			
Should the item itself be useful and practical?			
Does the item need to prompt an action from the recipient?			
Does the item have sufficient perceived value to prompt such an action?			
Will the item be used to test the effectiveness of other media (i.e. print, radio or TV) and be used as part of a larger, integrated campaign?			

Your answers will help to give you and your promotional products advisor a clearer idea of how to allocate your budget.

Table B - Working from a Budget

Sometimes the easiest way to approach a project is to work backwards from the budget

Example:

A. What is your maximum budget?	\$2000	
B. How many items do you need?	100	
C. Are all recipients 100% the same? (If yes, available dollars per item = A/B)	\$20	
D. If not, can you split your budget 80/20?	80%/20%	\$1,600/\$400
If so, how much per item will you spend?	20 @ \$80 \$1,600/20	80 @ \$5 \$400/80

Which items that meet the criteria in Table A will fit the budget you created in Table B?

Plus, keep in mind that this budget doesn't account for distribution. Perhaps your gifts will be hand delivered by your sales staff, therefore saving you additional costs. But if your plan is to mail or use a courier service to distribute the items to the audience, fulfillment costs must also be factored into the equation.

A promotional products advisor will fit the most suitable products to your budget in consideration of your target market, your distribution plan, and your desired outcome. Whether you're distributing a one-dollar "attention getter" to 50,000 people or a one hundred dollar gift to just ten people, it's important that your recipients feel great about the product.

Note: A copy of these tables is provided in Appendix A of this book

Table C - Choosing Audience Appropriate Products

Initial items of choice are rulers, pens, highlighters, note pads, mouse pads, desk pads, calendars, coasters, clocks, pen sets, photo holders and screen savers. Primary consideration by the client is that the gift is practical and best suited to the most people in the selected target markets.

Target Market	Mail Out	Hand Out	Functional	Looks Good
Male			Clocks, Calculators, Pens	
Female			Photo Frames, Clocks, Calculators	
Senior Citizen				
Teen				
Works in Office			Mouse pads, Pens, Highlighters, Photo Frames, Clocks, Calculators	
Works Outdoors				
Foreign				
Staff				
Executive			Pens, Clocks, Photo Frames, Calculators	
PA				
Factory Worker				
Accounts				
Sponsorship Team				
Prizes/Awards				

If you take a few items that appeal to you and then write them into the sections that seem to be the most relevant, you'll soon discover that some things will work for everyone in your target audience! Some other column headings you could make include high visibility, low visibility, trade show attendees, sales staff, gifts-with-introduction.

Logo Use Regulations for Clothing – Example

ACME CLEAN

Acme Cleaning Company

Corporate Colors

- “Acme” in PMS 032 Red
- “Clean” & Box in PMS 350 Blue
- On White background

Logo must only be produced in the above colors, on a white background. If unable to be produced on a white background, then a white background must be printed as a third color.

Logo must at all times be produced with the blue box around the text. Text is to be centered with not less than 5 mm space around it.

Staff Clothing

Polo Shirts: Embroidered logo on left side chest, pocket size only. Names are to be embroidered on right side chest in white. All polo’s must be XX Brand, royal blue – no pockets.

Shorts: Navy blue, cotton twill, not decorated.

Jackets: Blue and red anorak style, logo to be embroidered on left side above pocket. Company *name* only is to be embroidered across back in white.

Caps: Brushed cotton navy caps, with red sandwich peak. Embroidered logo on front of cap, and “Cleaning with Pride” embroidered across opening at back in white.

Note: Uniforms are not to be worn outside of working shifts.

Continued...

Logo Use Regulations for Clothing – Continued

Any employee who takes it upon him or herself to modify the wearing of the specified uniform without permission from the Marketing Manager will be subject to disciplinary action.

All uniforms will be supplied by ACME CLEANING CO, except for the shorts, which will be purchased by staff, and subsidized at \$10 per pair. A total subsidy of \$30 per year will be available to all staff members. All uniforms (along with security badges and identification cards) must be returned to Acme at the cessation of employment with the company.

All clothing items are to be purchased only through the corporate purchasing department, unless specifically authorized.

All logo reproduction, for all forms of marketing, must be approved in writing by the Marketing Manager.

Appendix A

Tables

Table A - Thinking About Products

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Enter your responses below:

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C. Are all recipients 100% the same? (If yes, available dollars per item = A/B)		
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About the Authors

Maria Carlton

Maria Carlton comes from a marketing background that spans nearly 20 years working in the sales, advertising, printing, promotional product and media industries. She also owned and operated her own successful award winning promotional products company for nearly 10 years before selling it to commence her successful coaching and consulting career in 2001.

Her ability to come up with great ideas for promotions, marketing and advertising are enhanced by her incredible ability to see branding matters very clearly and identify valuable changes for most organizations. Her passion is in seeing businesses excel through good planning and working smarter not harder. Maria firmly believes that you can have it all and that you don't have to work 60 or 80 hours per week to do so. Maria combines good business and marketing ideas with balance and life-style ideas.

Maria was recently selected by a renowned USA publisher to be one of only a handful of business mentors to contribute to a book called *The World's Greatest Business Mentors*, due for worldwide release in 2004. She is one of only two people in Australasia to be included in this project and is recognized as one of the top 50 business mentors in the world.

Maria is a graduate of Coach University, and a member of the International Coaching Federation, and National Speakers Association. She is based in New Zealand, and has clients in Australia, USA and Europe.

For more information about Maria Carlton and to download a wide range of FREE articles, please visit www.compassnz.com

While there, you may also like to subscribe to her FREE monthly E-Zine, 'Navigating the Marketing Minefield'. This is packed full of ideas for maximizing your business opportunities and increasing your marketing success.

You can email maria@compassnz.com, or you can write to her at P.O. Box 20469, Hamilton 2015, New Zealand. Phone +64-21-849 948

David Blaise

David Blaise is an entrepreneur and business consultant with over twenty five years experience in direct marketing and advertising, with over a dozen of those years spent in the promotional products industry as a sales representative, sales manager, marketing manager, business owner, sales trainer and coach. He is the author of numerous sales and marketing systems on DVD video, audio CD and cassette, including *Sledgehammer Marketing* and *Top Secrets of Promotional Products Sales*.

Mr. Blaise is an internationally recognized speaker-trainer and a frequent contributor to many marketing and promotions related magazines. He is responsible for conducting all the full-day, new distributor training for the ASI Shows in Orlando, Dallas, Las Vegas and Chicago and he has also conducted education events for the Specialty Advertising Associations of Greater New York (SAAGNY) and California (SAAC), Document Management Industries Association (DMIA), Promotional Products Associations of the Midwest, Mid South and many others.

His *Sledgehammer Marketing* workshop on DVD and VHS video teaches marketers how to drive a steady stream of qualified leads to their door, convert those leads into sales, and retain the clients created in the process.

For details via autoresponder

Email: power@SledgehammerMarketing.com

For details online

Visit: www.SledgehammerMarketing.com/power

For details via phone

Call Toll-Free in the US and Canada: 1-800-494-2721 Ext 130
Outside US, dial 1-610-685-9700, Ext. 130

“I was quoted \$15,500 to have an advertising agency do (in thirty to forty five days) what Sledgehammer Marketing allowed me to do in a matter of hours. It is easily worth twenty five times its cost.”

Dave Wimer, President, High Foods Inc.

“How to Attract Qualified Leads to Your Door, Convert Those Leads into Profitable Sales and Retain the Clients You Create in the Process...”

Dear Fellow Marketer,

How much is just **one profitable new client** worth to your business? How much are ten worth? How about a hundred?

Suppose you could cut through the advertising clutter, reach *exactly* the prospects and clients you most want to do business with and create top of mind awareness with them... all for just pennies per lead.

Imagine you could do it with your own, completely customized, turn-key marketing system. That's right, a *system* that allows you to build your business predictably, *your way!* A system you can literally turn on and off at will. One that allows you to call your own shots, target the big-money, high margin clients you most desperately want to sell to and reach them with the most compelling marketing message possible about your business.

Isn't That About the Most Powerful Business Tool You Could Ever Possess?

Instead of knocking yourself out trying to put it all together, you can *have it all right now*, inside a revolutionary new system called:

Essentials of... SLEDGEHAMMER MARKETING “How to Drive Home Powerful, Targeted Marketing with Maximum Impact”

Join *Power of Promotional Products* coauthor David Blaise as he pulls back the curtain and reveals the information you need right now, to drive a steady stream of qualified leads to your door, convert those leads into profitable sales and retain the clients you create in the process.

If you're ready to stop reading and *start taking action* to create a marketing system that produces financial results for yourself and your family, begin your risk-free trial of *Sledgehammer Marketing* today.

Readers of this book save \$50.00 if you act now!

For details via autoresponder: Email power@SledgehammerMarketing.com

For details online: Visit www.SledgehammerMarketing.com/power

For details via phone: Call 1-800-494-2721 Ext. 130