

# **E Guide – Pro-motion Strategies**

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## **Introduction**

Hi and welcome to our E guide 'Pro-motion Strategies'. The guide is designed to be an introduction to the effective use of Promotional Product marketing. We will show how any sort of business can use our products to help increase customer loyalty and grow sales.

At the outset we should make clear if this guide will be of use to you. If you can answer yes to these questions we **will** be able to help you promote your business for success.

**Would you like more customers?** (we have met people who have said they have enough customers!)

**Will a stronger personal relationship between you and your clients increase sales?**

**Do traditional advertising methods produce poor results?**

**Are your staff important and should they be rewarded for contributing to your success?**

**Is a happy customer your best salesperson?**

If you answered 'no' to these questions please read on and see if we can persuade you to use our products, if you answered 'yes' we can help you grow as you recognise the basics of business success:-

**Every business needs new customers to survive.**

**Business is based on good personal relationships.**

**Getting the attention of buyers is increasingly difficult.**

**Staff performance is often directly related to how valued they feel.**

**A happy customer will spread the word a lot more effectively than you.**

*Ok, so how exactly can we help you? - Pro-motion Products supplies a large range of 'Promotional Products'. Through the use of these products we will tailor a marketing solution that suits you and your business.*

## **What are Pro-motion Products?**

Any product, from a pen to a polo shirt, a cap to a coffee machine that we can put your logo or message on. There is no limit to what we can decorate for you, if you can imagine it chances are we will have it or can find it.

Take a look at [www.pro-motionproducts.com.au](http://www.pro-motionproducts.com.au) and look at our product galleries for some ideas.

## **Why use Pro-motion Products?**

In the advertising industry the effectiveness of an advert is measured by:- how many people it reaches, how many times they see it, do they relate to it?, do they recall what it was selling?, will it make them buy?.

We cannot think of any other sort of advertising that is as effective as Promotional Products at delivering you exposure to customers and generating goodwill that leads to sales. Consider these examples:-

1/A low cost item like a fridge magnet, pen or ruler will offer your company a lot of repeat advertising exposure to your customer. Your logo/message (or perhaps something as simple as will your telephone number) will always be at hand - they will not have to pick up the Yellow Pages to find your (and your competitors) details.

2/Being given a mid price item like a desk clock, mousemat or coffee mug will show your existing customers that you appreciate them, they will thank you for it, which in turn will generate goodwill towards you and your business. Furthermore it will give years of daily exposure to your logo/message. The cost per exposure (to your message) will be miniscule.

3/Top clients and staff are hugely important to our business and they will be to yours too. Studies have shown that happy staff are productive staff and you will know how much business, say, your top twenty five customers provide. A \$30 thankyou gift will represent less than 1/1000 of most employees yearly pay!, it may be a smaller fraction of a contract you are tendering for or the annual sales volume of clients. Some of the most successful companies we know are not huge payers but have a focus on staff contentment and showing them they are appreciated. They often use Promotional Products as gifts. Patting someone on the back and telling them they are wonderful is good but the act of giving is a lot more powerful.

*When you contact Pro-motion Products you will not be alone. All sorts of companies are turning to us to deliver Promotional Product marketing solutions that suit and work for them. The reasons for this success are clear, let us share them with you.*

# **Six Reasons why Pro-motion Products work**

## **Targeted**

Promotional Products are targeted. You select the audience. No waste, none end up in the bin, people don't miss them because they 'put the kettle on' or turn the page on them to read the sports section. *Who do you need to get through to?*

## **Longevity/Value**

A good quality Promotional Product will be around for years and will be used on a daily basis by your client. No other media offers as much exposure to customers. *Work out the cost per customer exposure of other advertising you use.*

## **Obligation**

Good business is based on relationships. Giving Promotional Products to customers strengthens these relationships and creates an obligation towards doing business with you and your business. *Have you ever received a Christmas card from someone you didn't expect and then bought them one because you felt obliged to?*

## **Versatility**

There are so many applications for Promotional Product marketing that a listing of them would look like the Sydney phone book. If you can't think how Pro-motion's products can help you please fill in the 'Pro-motion product finder' sheet and fax back to us. *There are Promotional Product solutions for all businesses large and small.*

## **Budget Flexible**

From a few cents to hundreds of dollars we have products to suit all budgets. You may have only \$500 to spend, but consider what could be achieved by a longer, fully costed and planned Promotional Product campaign. *Start budgeting and planning for your future Promotional Product use.*

## **Functional**

Other than delivering your message our products actually have uses! Ok so they can't run you a bath or make you a cup of tea!, but if they can tell the time, hold some tea, or write a letter with they are going to be of value to your customer or staff. *Think of what sort of gifts will work for your customer, what will you reward your staff with?.*

## **Types of Pro-motion for your business**

Promotional Products have many different uses. We have identified the main ways businesses use them, one or more of these will suit you:-

### **General Promotion**

Increase general awareness of your company and make it easy for customers to contact you. Typically these products will carry your branding/logo/contact details. Functional items are desirable as they will always be – *close to your customers hand...and head!*

### **Specific Promotion**

Perhaps you have a new product/service launch, want to increase trade show response or are organising an internal safety program. A memorable or unusual gift could work well in this situation. Developing a theme in your message works well with this sort of promotion. *Unlimited options, call Promotion Products for pointers.*

### **Incentives/Rewards**

A medium or high cost gift can act as an incentive or reward. They can be used among your staff or to increase customer sales. We can organise incentive programs where your distributors or clients accumulate points from purchases. Points are then redeemable against gifts adorning your message. *Say thank you whilst promoting for future growth.*

### **Merchandising**

Why pay for advertising when your customers will pay for you? Pro-motion will put together a suite of products custom decorated with your details. Customers then buy the products and you get your message out for free! Sounds crazy but a lot of companies do it! *Free promotion!*

### **Joint Promotion**

If you have distributors, are a distributor, are an agent or have close arrangements with a supplier or major customer a joint promotion would work for you. You could ask your supplier to pay for 50% of the cost of polo shirts embroidered with your logo and theirs. Capitalise on distributor sales growth by doing joint promotion – working together on this project will bring you even closer building sales further. *Leverage your marketing – work with your associates - two heads are better than one - two marketing budgets are better than one!*

## **Developing your Pro-motion**

Any promotional campaign will work better if it is properly planned. Promotion Products will help you with this giving you targeted, timely and cost-effective results, call us for more information. In the meantime let us share these rules of promotion with you, follow them and you will have a more effective campaign.

*Take five minutes to write down your answers to these questions.*

### **What is your promotional objective?**

Do you want customers to know about a new product, get a new rep through customer's doors, increase brand awareness or have your details in the hands of purchasing managers every day? If you can state your objective you are more likely to attain it. *Write it down, keep it short!*

### **Who is your target audience?**

You must have a clear idea of who is going to receive these products. Do they belong to a particular industry? Is it solely your staff? Building a quality list of targets is very important, your campaign will only be as good as your list of names. *List your target groups then list their names or how many they are.*

### **How will you distribute the product?**

Direct mail is obviously suited to sending light items, representatives can deliver gifts whilst doing a regular sales call or you can use our courier services. Consider the weight of items for postage, consider the impact of a well presented gift boxed item delivered by courier, consider the instant goodwill towards your company when a rep hands out a gift. *Which will work for you?*

### **What is your theme?**

Your brand (every business has one - even if they do not know it!) is one of the most valuable parts of your business. It must be recognisable to your clients and any advertising or promotional campaign should 'fit' your brand. I.e. BMW are not going to entice customers with fridge magnets to purchase a \$70 000 car! It would not be appropriate for Kev the plumber to give clients an upmarket set of wine glasses and custom labelled wine bottle! *Make the product fit your business.*

### **What is your message?**

Identifying your promotional objective and theme will lead you to developing a message. Again – what is your business?, what is your promotional

objective?, what do you want your customers to do? Answers to these questions may be 'we provide an industry leading service in the IT sector' and 'more sales from an upcoming trade show' and 'call us now!'

This customer should try offering trade show attendees a gift that reflects it's status as an industry leader, perhaps a gift with a technological theme branded with their logo. They could also incorporate a message as simple as 'call now for service'. *What is your promotional objective? will your message satisfy it?*

## What products will work for you?

Many companies choose promotional products based solely on price and try to 'max' their budget. I.e. - you are selecting a gift for the IT company in the above example. Your budget is \$7 per attendee do you 'max' your budget with a \$7 baseball cap or settle on a \$4 mousemat? Products that have a parallel with your industry work well, they can lead customers to make a subconscious connection between you and that product.

*What sort of products are related to your industry?*

## How much can you spend?

You might think this is the first question we should ask! However as has been shown above a 'budget' approach can sometimes deliver inappropriate products. Consider the long term value of quality items, they are more expensive but they will have far greater impact. 'Perceived value' (how much your customer thinks the gift is worth) and uniqueness are also important considerations.

*List the products that will suit your company, promotion, theme and message, then get costs; you may go a little over budget you may come under.*

## What is the delivery date?

As with anything in business Promotional Product marketing is more effective if it is well planned and executed. Do not underestimate how long some products may take to be produced. You will probably want to see product samples (2-3 days), gather your artwork, may like to have a decorated production sample (1-2 weeks), proceed with actual order (1-4 weeks, overseas sourced products longer), have product shipped to your warehouse (1 day to 1 week) and then finally distribute the product yourself. Pro-motion Products will move heaven and earth to meet tight schedules but.....planning saves everyone a lot of sweat.

*Call Pro-motion for accurate delivery dates.*

## **Pro-motion for success**

Thank you for reading this guide we hope it has been of use to you. We believe that if you follow this guide and invest ½ hour of your time in thinking about and answering its questions it will help you make good Promotional Product decisions.

Of course the staff at Pro-motion are here to help you in any way possible. Our advice is free and you are free to use it - so please contact us at any time – we will be happy to help. Alternatively fill out the 'Pro-motion Product Finder' form on page 8 and let us give you a tailored Pro-motion solution!

***T: 1300 303 717 (tell us about your business)***

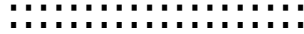
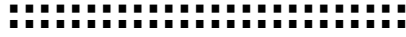
***W: [www.pro-motionproducts.com.au](http://www.pro-motionproducts.com.au) (view products right now!)***

***E: [sales@pro-motionproducts.com.au](mailto:sales@pro-motionproducts.com.au) (your queries and comments are most welcome)***

**Thankyou  
Douglas Gregory  
Pro-motion Products  
5/05/03**



# Pro-motion Product Finder



This is a fax-back form. Simply print of this page and fax to us for a speedy solution to your query.

## 1/What is your business type?

Manufacturer \_\_\_ Retailer\_\_\_ Distributor/Agency\_\_\_ Service Provider\_\_\_ Other \_\_\_

## 2/Specifically what does your business do?

.....  
.....

## 3/How do you want to use your Pro-motion product?

Tradeshow giveaway\_\_\_ Product/Service launch\_\_\_ Open new accounts\_\_\_ Say thank you to clients\_\_\_ Say thank you to staff\_\_\_ Increase general awareness of your business\_\_\_ Golf Day\_\_\_ Purchase Incentive\_\_\_ Start a merchandising program\_\_\_

Other (please state).....

## 4/Who are the intended recipients?

.....

## 5/How many recipients?

Less than 50\_\_\_ 50-200\_\_\_ 200-500\_\_\_ 500-1000\_\_\_ 1000+\_\_\_

**6/How much do you want to spend per item?**

<\$1\_\_ \$1-\$2\_\_ \$2-\$5\_\_ \$5-\$10\_\_ \$10-\$20\_\_ \$20-\$50\_\_ \$50+\_\_

**7/Product delivered by?** (to your individual customers)

Direct Mail\_\_ By Representative\_\_ Courier\_\_ Pro-motion Products to organise\_\_

**8/Delivery required by :-**

**To your warehouse.....**

**To your client.....**

**9/Additional information that may be helpful to Pro-motion in finding the best product for you**

.....  
.....  
.....

**10/ Your contact Details.** (Please fill out all of your details)

**Name.....Organisation name.....**

**Position..... Email address.....**

**Telephone.....**

**How did you come across this guide?.....**

Thank you, our response will be emailed to you shortly.

**:::::Please fax this form to 07 3871 0250:::::**

**( Pro-motion Products will call you if your request will take longer than 24hours)**