

How Effective are Promotional Gifts?

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The benefits of promotional gifts as marketing tools are well known. It has been proven time and time again that corporate gifts create brand recognition and build a more positive impression of your company. Most of us don't realize the advertising power of such a simple promotional item.

Who are the ideal recipients?

Flexibility is one of the key benefits of promotional gifts. They can work within different budgets, as part of many types of events, and can be given to any audience: customers, prospects, dealers, employees, and vendors. You can also easily tie them to other marketing efforts, either as sales incentives or as branding tools.

Existing Clients. Promotional gifts are not only a good idea for prospects, when you give your business partners and existing clients a simple gift as a token of appreciation, this is remembered the next time a contract comes up or more supplies are needed.

Don't forget your employees! Give shirts, hats, or jackets as sales incentives or gifts for your employees. You can turn your customers into walking billboards for your company.

Contemplating promotional gifts?

Have a Plan. Think about what role these products are to play in your marketing strategy.. Should they build awareness of your company? Boost sales? Provide a way to thank your customers? The actual product itself can be almost anything. You can find a number of different products to match just about any occasion, and just about any type of business, but keep in mind that if a promotional product gets shoved in a drawer and forgotten or tossed in the trash, you are losing money.

Consider Your Budget. Instead of paying expensive advertising rates or conducting time-consuming marketing campaigns to get your brand name out to the public, consider purchasing inexpensive promotional items to publicize your company. You can then hand out these materials locally at trade shows, seminars, or as part of a direct mailing.

Use Your Creativity. When you begin searching for your own business promotional items you may find the selection overwhelming. Choose something that can be used on a regular basis and can become a "salesperson" for your products or services, making the most of your promotional items' potential.

When you want to provide your business partners, clients, employees or even your friends with personalized gifts, there are a number of resources available on the Internet.

Creaciones Artísticas Publicitarias (CAPSAMEX) it's the largest vendor for promotional products in Mexico and Latin America. For more information, please visit CAPSA – Artículos Publicitarios en México

About the Author

Diego Bañuelos holds a bachelor degree in computer science in the Metropolitan University in Mexico City. He specializes in the creation and distribution of commercial software products. Since 1996, he has been an entrepreneur and senior consultant in the IT industry.

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