

Promotional Gifts Key Chains and Car Accessories

When you are handing out promotional gifts to a large number of potential customers, associates or staff everybody knows that you would love to be able to give them all laptops and new cars. However, budget restraints have to come into play at some point, and you might have to settle for a more affordable range of items. Key chains and other small car accessories are an excellent way to save money while promoting your business. Always remember that promotion is a process of information, persuasion and influence.

Key chains are a classic staple of the promotional gifts industry. They can easily be manufactured with your logo at a low cost and still be high quality items. It is not at all expensive to have stainless steel key chains made with all sorts of gadgets that will entertain somebody for a few minutes. These few minutes of entertainment are crucial, because in this time their attention will be focused on the item and your logo. This will create a lasting image of your logo in your mind, coupled with the positive memory of discovering the key chain's gadget-like features.

Other than key chains there are dozens of different promotional gifts that make great car accessories. Drink holders are something that most modern cars are equipped with, but few are good enough to actually hold drinks properly. Drink holders can easily be made for a few dollars each with your logo on them, and they can be attached discretely to the interior of any car. Aftermarket drink holders are usually far more effective than those that come with the car, and so these make a great gift for just about anybody who drives their own vehicle.

Hands-free cell phone kits are also a great idea to give out to your staff. These allow your staff to speak on the phone while driving without violating any traffic laws, as well as charge their cell phone on the way to and from work. Bluetooth headsets will also allow people to talk and drive, but do not charge cell phones. While these are excellent promotional gifts to give out, Bluetooth headsets might fall a little bit on the uncomfortable side of your budget unless you are a medium to large size business with a large promotions budget.

When dealing with slightly more unusual promotional gifts for cars like hood ornaments, modification packages and interior clip-on fans it is always best to find out if the person you intend to give these gifts to might actually like them. Drink holders, key chains and hands-free kits are something that everybody can enjoy. The slightly more unusual items might be a lot more effective as promotional gifts, but they are not guaranteed to be a hit at all.

If you would like to give your staff or potential clients some promotional gifts that they can use in their car there are loads of different options to choose from. People form strong attachments with their cars, and so giving something that panders to this attachment is a good way of showing them that your company understands the things they like and wants to make life easier for them.

About the Author

Gareth Parkin is the co-founder of Ideasbynet, the UK's largest online source of [promotional gifts](#) and [promotional items](#). He has taken the UK gift market by storm by the application of modern business thinking and the latest search engine marketing techniques. For more details on [promotional gifts](#) visit www.ideasbynet.com

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