

Keep your Distribution Method in Mind when Choosing Promotional Gifts

Most people take certain important factors into account when choosing promotional gifts — the cost of the item, color and design, the occasions on which items will be distributed, and who the recipients of the items will be. There's another important point to consider, however—your method of distribution. The method by which you will get your promotional gifts to the people who are intended to receive them receives much less attention than it should.

Mail-Out Items

When choosing items for mail-out, perhaps as part of a marketing campaign or as purchase incentives for an online store, the best items are those that can be packaged and shipped conveniently, with a minimal cost to you. Small, light items are much better than larger or heavier ones. A great option to consider is a thin and lightweight mouse mat—especially a soft-top mat that can be rolled up into a small cylinder. Calendars are an ever-popular option, particularly the smaller easel-style calendars that can fit conveniently into a large flat envelope. Free items for online purchase incentives are usually easier to manage, as they can be included in the package that the customer has purchased. However, if you're offering items that might be damaged, you'll also need to include some form of protection for the item, such as Styrofoam casing for a coffee mug, for example.

Public Distribution

If you're taking your promotion to the streets or other public areas such as the beach or a park, size is an important factor to consider here, too. You'll need items that are small and light enough to carry a large amount of easily, or items that can be stacked conveniently to take up as small a space as possible. In addition, you'll probably want to avoid purchasing any breakable items, in case of any unexpected accidents.

Distribution at Trade Shows

Distributing items at trade shows is somewhat easier—you'll typically have a booth in which to set up a display, and you won't need to worry so much about the weight of the items. However, you'll likely be transporting promotional gifts in your own car, and so you'll need to consider size as an important factor simply so that you can fit everything in to your vehicle. It's also good to avoid choosing fragile items for these purposes; in case of any accidents that occur while you're setting up your booth.

Personal Distribution

If you are planning to have promotional gifts on hand at your work place to give to clients and employees, you definitely don't need to worry about the weight of the items. However, if your storage space is limited, size may be a factor. You'll also need to avoid choosing perishable items, particularly if you are ordering large numbers of items that might end up being stored and used for a long time. It's often a good idea to prepare storage space before your promotional gifts arrive, so that you can immediately store them somewhere safe and secure, to keep items looking their best for the time when you distribute 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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