

Create A Plan

- Define a specific objective. The uses for promotional products are numerous. Whether you are going to a trade show or introducing a new service, the kind of product you buy is determined by what you want to accomplish with the promotion.
- Determine a workable distribution plan. According to PPAI, "Research shows that carefully executed distribution plan significantly increases the effectiveness of promotional products." Create a plan to ensure that the products reach the desired audience. This makes your promotion more effective in cost and in result.
- Create a central theme and develop a message to support the theme. PPAI suggests tying the campaign together with a common color, logo and message that complement each other. The logo should be simple, striking and recognizable. Also, choose a product that ties to your theme and the nature of your business to help solidify your message. "For example," said Prickett, "if you're a bank, you can give away a bank. You can use something that gives an image and carries a message."
- Use a qualified distributor. There are literally thousands of companies hawking promotional products on the Web, but a good promotional products distributors can not only sell you an item, but can advise you on products ideas and the nature of your campaign, from distribution to packaging.

Come to your SENSES

Promotional products are the only medium that engages all five senses. Customers can see, hear, touch, taste and even smell them. Plus, promotional products are easily affordable—yet their impression is long-lasting and readily measurable. Make promotional products an integral part of your marketing mix and watch clients grab onto your message.

Promotional products will:

- Drive traffic to your trade show booth
- Improve response rates on direct mail campaigns
- Increase referrals
- Improve return business
- Improve employee morale

According to a recent study, 76% of respondents could recall the advertiser's name on a promotional product that they had received in the past 12 months. In addition, 75% of respondents said they kept their promotional product because it was useful.

SPRING INTO GOLF SEASON

Place your order by May 1st and receive **10% OFF!**



Port Authority® - Casual Microfiber Wind Shirt

This go-anywhere wind shirt is exceptionally soft and extremely handsome; plus this terrific shirt also repels wind and resists rain. Looks great on the course and off. 100% Microfiber, fully lined, locker loop, side-seam pockets. **Price \$39.98**

The BIG Question???

Why do hot dogs come in packs of 10, while hot dog buns come in packs of 8 or 12?
Get the answer online @ www.mya-1.com