

7 Things You Really Need to Know About Promotional Products before You Invest a Single Penny

By Mo Yusuff

Tip 2

2. How to make sure you choose products that best suit you, your company and your intended audience.

Now you'd probably think this is all just common sense stuff. You consider the business you're in, the customers you want to attract, you have a hunt around and hey presto, you have the perfect range of products.

Wrong.

Why?

I'll tell you in a bit. But before I do, here are a few interesting facts and figures from a survey involving buyers of promotional products:

- When asked how vital it is to purchase a promotional product that is appropriate to their intended audience, 79% said either important or very important.
- 76% said their perception of how their audience will respond to the item was either important or very important - get it wrong and your name will stick in people's minds for the wrong reasons.

So in answer to my question earlier; it's not always as simple as just having a quick look and finding the perfect promotional products, there's other stuff you need to think about too.

"What if my customers don't appreciate it?"

"What if the quality of the product when it's delivered is awful?"

"Is investing in this product a good use of my budget?"

"Will my supplier deliver on time?"

Some of these points we'll be covering in a later tip, so for now here are three little tips that'll help you until then.

- I.** Make sure your branded products are consistent with your organisation's reputation – Remember; the products you choose will reflect your business in the eyes of others. Buy cheap and buy boring and that's how people will remember you.

- II. Your choice of products should be more influenced by how your audience will respond – in other words, buy promotional products that will get a reaction, something different will stick in people’s minds and be a talking point in the office, so don’t be afraid to be different.
- III. This is probably a bit of a paradox; when you’re choosing promotional products, pick stuff you yourself would love to receive. People tend to buy from people similar to themselves and if it works for Apple, why not?

That’s about it for now.

Next time is all about choosing the best decoration method for your products and if you think that’s an easy one, did you know there are six different printing methods for clothing alone?

I’ll also be sharing the one thing most businesses think is important when it comes to branded merchandise when in actual fact the people they’re trying to impress actually couldn’t give two hoots.

Coming next...

Tip 3 Choosing the best decoration method for your products.