

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

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Tip 1 Part 1...

1/1. Why spend money on promotional products?

Now that's actually a very good question and there's a very simple answer.

It makes YOU money; but only if it's done the right way, and I'll cover that in a bit.

But before I do, here are some interesting facts about promotional items:

- ✓ UK businesses spend over £900 million a year on promotional products, that's almost £1 billion
- ✓ Promotional merchandise can deliver a higher or at least the same ROI as TV, radio, online and print advertising – This means you don't have to spend large sums of money that TV and radio demands to achieve a good return on your investment and unlike online and print advertising, you name and message will stay with your customers and clients a lot longer.
- ✓ 66% of business people interviewed said they could remember the brand on the promotional product they received during the last year – so your company's name and message will stay in the minds of the people you most want to do business with.
- ✓ When asked how much more likely they were to do business with a company after receiving a promotional item, a massive 79% of the 14,728 people interviewed said they were more likely.

When you invest your hard earned cash on promotional merchandise you need to be crystal clear why you're doing it and what you expect in return.

There are basically five reasons for using promotional merchandise.

1. A Form of Advertising – to make people aware of you, your products and your services

Usually these are low cost items and a big mistake a lot of people make is to order say a few thousand cheap pens with their logo printed and hand them out willy nilly.

Big mistake. Why? Because so many people are doing it and your cheap pens will just get put with all the other cheap pens and forgotten about.

Now I'm not saying promotional pens or low cost promotional products are a total waste of time, they do have their place and handing them out at say a seminar or conference can help people to remember you as long as they're useful and a bit different and they don't look cheap.

I'll show you a perfect example of what I mean at the end of part 2...