

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

By Mo Yusuff

Tip 1 Part 2...

## **1/2. Why spend money on promotional products?**

In part one we covered advertising gifts and why you should avoid really cheap products.

I'll actually explain why at the end of this tip.

So number 2 of the five reasons for using promotional merchandise.

### **2. Thank You Gifts – To thank someone for doing business with them**

Don't underestimate how powerful thank you gifts are.

It tells your customer or client you really value their business and it makes them feel important too...which they are.

It also shows a caring side. It's a great way to keep the relationship going after the sale and this is a biggie...

The Law of Reciprocity kicks in; "If I give you something, you'll want to give me something in return."

So for a few quid, you have a customer who's more likely to come back to you and I'll be showing you how we thank our customers in a later tip.

### **3. Incentives – To motivate someone to do something**

A couple of examples of this could be to get people to spend more with you; "*Spend £100 and get this splendid power bank mobile device charger worth £15.*"

Or how about, "*sign up for my workshop by the 31st and I'll give you a set of earphones absolutely free.*"

### **4. To Acknowledge Membership of a Group or Company – To get people feeling part of a team**

A person wants to belong, to a family, to a sports team or to a work group, and branding products with your company logo and message helps people to feel that belonging. And besides, well-dressed staff say so much about your company.

The next time you visit an Apple store you'll see everyone wearing, with pride, their blue t-shirt with the white Apple logo.

This is also a big thing for one of our customers based in Mountain View, California. Whenever they have training, everyone gets kitted out with a t shirt, a hoody, baseball cap, lanyard, pen and bag.

## **5. To Sell – Makes you money and gets other people promoting your business**

This is really for charities where people want to buy something to support the cause and also the big brands.

A company that does this brilliantly is Guinness. They have literally anything you can imagine for sale with their logo, from luxury truffles and gourmet crisps to Christmas baubles and even fluffy slippers.

### **OK, so here's my really good example of how you can make your advertising product stand out from the crowd.**

Have a look at the promotional pens you've accumulated over time. I think you'll agree when I say not one really jumps out at you. Although they're a range of different shapes and colours, they all look pretty much the same. Relatively inexpensive and maybe a bit boring.



**maybe a bit boring?**

Now there's a promotional pen I absolutely adore (which I'll send you a sample of, just so you can see for yourself how great it is). It has a soft rubberised finish, it's triangular and it oozes style, sophistication and originality.



**Soft rubberised finish**

years ago.

That's it for now.

In tip number 2, I'll be showing you how to choose products that best suits you and your company.

Also its floating-ball-jumbo refill means a smoother and more graceful writing feeling in comparison to conventional refills, and it'll last three times longer than the cheaper ones, three kilometres of writing compared to one kilometre.

Although the unit price for this pen is a bit more than your run of the mill promotional pen at around £1 each, it won't actually cost you anymore than the cheaper pens, when you consider the lifetime value.

Wills, one of the team is still using the one I gave him two