

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

By Mo Yusuff

Tip 7

Tip 7. Mo's 3 golden rules

Now my golden rules are probably going to be really obvious to you when I walk you through them but...you'd be surprised how easy it is to forget the three things that make a promotional item highly prized, loved and treasured.

Mo's Golden rule number 1 – **the product you choose must ooze quality**

91% of people interview in a survey about promotional products said the quality of the item was either important or extremely important. That's almost every single person asked.

Now choosing high quality products doesn't mean you have to spend fortunes on them. Simply avoid the cheap nasty stuff and believe me there's lots out there. Simple advice would be to spend as much as you can afford rather than as little as you can get away with. Remember the promotional items you give out says a lot about what your company represents.

Mo's Golden rule number 2 – **Make sure the product is useful**

In the same survey, when asked about the usefulness of the item a staggering 93% said either very or extremely important.

It's the usefulness of the item, not its perceived cost that most likely determines how long recipients keep the promotional items they receive.

Mo's golden rule number 3 – **Make it different**

Avoid boring. If the product is different to most similar items it will get noticed, it's more likely to be a talking point in the office or between a group of people.

Here's a couple of products you definitely won't see every day...

A tin of mints...but the mints are gold.



Quality mints



And how about for the launch of a new fragrance with an outdoor woodland theme...camo toilet paper.

Useful and different

So remember the 3 golden rules:

QUALITY

USEFUL

DIFFERENT

And that's it.

I hoped you've enjoyed my tips on promotional products and found them useful.

Feel free to have a look round the website www.clubrowcreations.co.uk and if you do get stuck or don't see exactly what you're looking for just ask, my team and I are more than happy to give you some helpful friendly advice.

Good bye for now and keep in touch.