

Marketing Your Business

WITH PROMOTIONAL PRODUCTS

Promotional items are a great way for branding yourself and your company. A good promotional item is an easy way to get your name out there, as long as it is done right. Here are few tips to remember when choosing the right promotional item.

9 TIPS FOR GOOD PROMOTIONAL ITEMS:

- Brochures & flyers get buried in piles and are often discarded quickly
- Pass out promotional products along with your business card
- Make sure the handout reflects your business
- If possible, get help from a promotional consultant- don't use the first product that comes up in your research
- Keep your target demographics in mind when choosing the right giveaway
- Don't always settle for the cheapest product, but also don't buy the most expensive item
- Make sure the items are functional
- Make it easy to read and understand
- ALWAYS remember less is more, so keep it simple