

Solve a problem. Achieve a result.

Developing the right promotional plan

- 1) ***The best reason for a promotion is to solve a problem.*** What are you trying to accomplish? How should your world be different because of the promotion? Do you need to attract and keep employees or volunteers? Do you need more sales? Do you need a better response rate to your direct mail? Do you need information to be readily accessible by a client or prospect?
- 2) ***Who, specifically, should your promotion impact?*** Knowing the age, gender, occupation and avocation of recipients is key to a successful promotion. One of the advantages of promotional products vs broadcast advertising is that you can deliver your promotion exactly to the people who are most likely to be open to your message. Select items that are likely to appeal to your target demographic. Take it a step further and consider WHERE the recipient will be when they are most in need of your service. If you are an electrician, it makes sense to place a flashlight with your contact info attached via magnet to a breaker box. The job of a real promotional product consultant is to help you find an item that will appeal to your prospect and be useful when and where they need it.
- 3) ***Invest in a quality item.*** The quality of the product you give is a reflection on you and your company or organization. Do you want to be associated with a pen that doesn't write? When an item is popular, knock-offs quickly come to the market. *Pop-Sockets™* are an example in the market currently. While these products may LOOK the same as the original, they are usually of inferior quality. And if they violate patents, you might be setting yourself up for legal troubles. If you get wildly different quotes from different suppliers for what you think is the same item, BEWARE of the cheap one.
- 4) ***Don't just slap a logo on it.*** DESIGN your item. Default pricing for most imprinted promotional products includes an imprint in a single location and in a single color. It may be worth spending a little more to have an imprint on two sides or in multiple colors. If you work with simple distributor or on-line supplier, the work of this more creative and effective design will be on your shoulders. If you are not a skilled product designer, you really should work with a true promotional product consultant where design will be part of the process. The item may cost a little bit more, and some additional time is necessary, but the final product (and your results) will be worth it.
- 5) ***Have a solid distribution plan.*** Make the method of distribution part of the promotion! It's all too common that people buy items and hope to figure out a way to distribute them later. This usually results in poor or no distribution at all.
- 6) ***Come up with a "Memory Hook"*** that makes the item memorable and relatable back to you or your company. Use a flashlight to "shine a light" on the solution to a problem, A highlighter to "highlight" a benefit, or a tape measure to show how you "measure up" to the competition. If you have a great idea, wonderful! If you don't have the idea, work with a consultant who can help you come up with one!
- 7) ***Speaking of "measuring up,"*** make a plan ahead of the promotion to keep track of the costs associated with your promotion, AND of the results it achieves.



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