

Promotional Products

What You Need To Know

"Promotional products carry your company's name and excitement in a way that no television or print ads can."

Promotional products

They carry more than an imprinted name. They carry a message. *Your* message of quality products and services. And recipients really do appreciate them. Research shows that the distribution of promotional products creates awareness, increases customer loyalty, and promotes willingness to make repeat purchases. More than 15,000 different types of promotional products exist. The benefits generated by their use have increased industry sales past the \$7 billion level. Another study revealed that customers who receive promotional gifts are more likely to give referrals to salespeople and decision makers.

What Promotional Products Do

They involve the customer. Promotional products are designed to attract the attention of the recipients. A permanent quality promotion representing your company has great value when prominently displayed on the customer's desk.

They repeat your message... frequently. Every time a consumer picks up your promotional product, or even just looks at it, your company's message is conveyed. An initial investment in quality promotional products pays off over and over again in opportunities for consumer awareness.

They build morale. When used in incentive programs, promotional products can foster employee loyalty and positive attitudes.

They generate trade show traffic. Promotional products build excitement and anticipation among consumers at trade shows.

They enhance business relationships. Developing good client relationships is crucial in the competitive marketplace. Giving promotional products as 'thank you' gifts is a great way to lay the groundwork for a continuing, satisfying business relationship.

How To Make Promotional Products Work For You

Develop a targeted program for your promotional product. Make it your goal to meet specific marketing objectives and reach a desired audience. The program theme, the message on your promotional products, and the method of product delivery are extremely important for overall success. You'll feel the success when consumers express delight with the promotional product—and your company.

Interested in learning more about how to develop an effective promotional product program? Winross can help you plan to deliver your company's message. Contact us. We will show you what a unique promotional product can do for you.

Top 10 Promotional Product Uses

1. Goodwill / enhance company image
2. Create awareness of new products, services, or facilities
3. Trade show promotion
4. Motivate dealers / retailers
5. Improve, reward, or recognize employee performance
6. Increase store traffic
7. Open doors, secure appointments
8. Customer retention / appreciation
9. Reinforce existing products and services
10. Generate sales leads and response



Winross

456 N. Sanford Rd.
Churchville, NY 14428
585-293-0820
Fax 585-293-0822
info@Winross.com
www.Winross.com