

# The Value of Promoting Your Business with Promotional Items



By Michelle Butler, All About You Marketing

It is believed that the use of promotional products in the United States began when future President George Washington created commemorative buttons to use in conjunction with his election campaign. After more than 200 years, companies still spend billions of advertising dollars every year on promotional items. Why? The answer is simple: because they work. Numerous studies have been done on the effectiveness of promotional products, and the results have shown that name recognition of the advertiser, recall rate (the length of time the advertiser's name is remembered), and lead generation all increase significantly through the use of promotional products.

## Why do promotional products work?

Promotional items offer a favorable return on investment because of their long "shelf life," which means that recipients tend to hold on to them for a significant period of time. By giving a potential customer an item of value, no matter how large or small, they are automatically less likely to throw it away. And, because the items are imprinted with a logo, brand name, and/or contact information, the longer the products are kept, the more exposure the advertiser receives. Promotional items are essentially customized, tangible reminders of you and your business, with a high perceived value to your target customer.

## How do promotional products work?

Promotional products can be a powerful tool in your overall marketing campaign, as they have a proven track record of:

- Attract new customers, increase repeat business, and generate business from past clients
- Inspire customer loyalty and improve client relations
- Establish name recognition, as well as create and build on brand image and reputation
- Express appreciation to clients or commemorate special events or holidays
- Cultivate goodwill in the community
- Enhance visibility and getting the advertiser noticed by carrying their name to new farms or spheres of influence
- Depict quality of service the advertiser provides
- Strengthen relationships between customer and advertiser by connecting on a personal level

As a business professional, you likely already understand that the key to building a strong brand is consistent, regular marketing, and promotional items are a confirmed way to increase your return on investment, generate more leads to your business, and increase your value in the marketplace. Promotional products are also a great complement to an existing direct mail or print advertising program and an established way to boost sales.

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