

# Tips for Choosing the Right Promotional Products

By now, you should know that promotional products offer tremendous value to the advertiser, as well as to the recipient.

According to [research](#) by the Advertising Specialty Institute, one third of recipients said that they are more likely to do business with an advertiser after receiving the promotional item than they were beforehand.

Recipients not only remembered the name of the advertiser, they also overwhelmingly felt more positive about the advertiser.

With this information in mind, you should know that promotional products can convey your company message creatively. But to achieve the maximum impact, you have to give the right product to the right person, and still stay true to your business image.

What does it really take to choose the promotional products that work for your business (and satisfy customers)? Without a clear marketing strategy, you are setting yourself up for trouble.

This applies to every company, whether Non-profit organization or a small business. Here are some tips to choose the promo products to make your business shine and Make the right impression™.

## Know Who You Are

It goes without saying that you should know your products and services inside out. But aside from that, you should know your company values, what you represent, what sort of image you want to present, and what is your brand message. You should build your marketing strategy based on that.

Ask yourself if the product in question is appropriate for your brand. For example, if your business is in the educational industry, a custom beach towel may not be the ideal choice, but a custom folder with pen may be better.

It sounds too obvious, but by knowing yourself, you can know your customer too. That means that you can tailor your product to meet the needs of your target customers, while still building your brand accordingly. Also, you could consider distributing one sort of promo product to existing customers, and a different one for potential customers, as you are conveying two different messages—one as a reminder, and one as an invitation.



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## Be Unique

When it comes to promotional products, all too often, businesses choose generic products that they may personally like, but in the end are forgettable. The idea is to convey your brand message in a way in which customers feel appreciated, and your brand is remembered. To put your best foot forward and make the right impression, choose promotional swag that is in tune with your brand and connects with customers on a personal level. For instance, a non-profit company could swap out a general promotional notepad with pen for a pen pal notebook.

Choose a product that will be a memorable keepsake, unlike a generic product that any company could use. Consider what sort of items your competitors are likely to give away, and go against the grain, but remember to represent your company appropriately and creatively. If everyone in your field is giving out pens, think of what makes you unique and make your decisions based on that. If you want pens, just make your pen stand out a bit!

## Consider Location

Silhouette Satin  
Grip B15381



Think about how and where you are planning to distribute the product . If it will be at a company picnic, you have more leeway to customize larger promotional items like a cooler, while at a trade show, something lighter may be in order, like a tote bag. So make sure that you take location of product distribution into account when selecting the most effective and appropriate promotional products.

As you can clearly see, there is more to the story of promotional products than meets the eye . Promotional products are highly valuable tools to include in your marketing strategy, but only if you know how to make them work for you.

When you have a clear strategy, an understanding of your brand and your customer, and a unique selling position, choosing the most effective and most appropriate promotional products for your business to give away to both potential and new customers will be straightforward.

But always remember that if you are still completely lost, you have [Cactapaws](#).



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