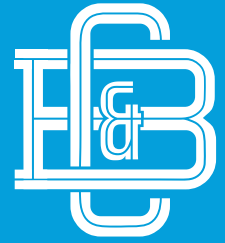


# 20 Ways to Use Promotional Products to Market Your Business



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## CREATE BRAND AWARENESS

People will remember your company name if they have an item with your logo and contact information on it, especially if it's an item they use every day.

## CHOOSE ITEMS YOUR CUSTOMERS WILL USE AND APPRECIATE

Every time they see the item with your logo, they will remember doing business with you and be more likely to come back.

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## ENCOURAGE BRAND LOYALTY

People love to receive something free every now and then and will be happy to come back to your business.

## NEW BUSINESS ACQUAINTANCES

Break the ice with a potential client by bringing a gift when you visit them.

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## CONFERENCES AND TRADE SHOWS

Help your business stand out from the crowd and create brand awareness.



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### **ESTABLISH A CONNECTION WITH PREMIER CLIENTS**

Personalize the gift with their logo or name and they'll love to tell others where they got it.

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### **CLOTHING WITH A CATCHY SLOGAN**

Remember "Where's the Beef?" Something funny or inspirational will encourage people to wear the item and tell people where they got it.

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### **HOLIDAY GIFTS FOR BUSINESS ASSOCIATES AND CLIENTS**

Sending branded food gifts during the holidays is especially appreciated and will be remembered.

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### **REWARD FOR A REFERRAL**

Show your appreciation when someone sends you business.

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### **A FREE GIFT FOR ANSWERING A SURVEY**

This is a great way to say "Thank you for helping me out."





### **COUPON CODES**

Put a coupon code on promotional items to encourage the recipient to keep the item and use the coupon later.

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### **OFFER A FREE GIFT WITH A MINIMUM PURCHASE**

This works well in store where people might be encouraged to buy more if they are going to receive something free.

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### **FULFILL AN ONGOING NEED**

Items such as pens, power bricks, USB drives, and drink ware are always needed and kept to use again.

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### **NEW PRODUCT LAUNCH**

Tie a promotional item to your new product launch. Get creative and people will spread the news about your new product.

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### **SPONSOR AN EVENT**

Put your brand on an item needed for the event and donate it to the cause.



### 16 **EMPLOYEE GIFTS**

Clothing such as jackets or hats worn by your employees out in the community are a great way to create brand awareness.

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### 17 **DISTRIBUTE CONTENT**

Put your company brochure or catalog on a branded USB drive to give away.

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### 18 **EMPLOYEE RECRUITMENT**

Give away items at career fairs that promote your company culture.

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### 19 **THEMED SUPPORT FOR ADVERTISING CAMPAIGNS**

If your latest advertising campaign has a particular color pallet, graphic or slogan, use that on your promotional items, as well.

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### 20 **GIVE TWO INSTEAD OF ONE**

Hand out two items and encourage people to share the extra one with others.