

Better Business Bytes

Experts answering questions to help grow your business.



Creating a “Share of Mind” Using Promotional Products By Roger Halverson, President, Matrix Resourcing

We live in a fast paced world where we are bombarded with information all claiming a share of our minds. We see ads on the internet and TV; we listen to ads on the radio; we see them on billboards, in newspapers, magazines and even bathrooms!

Traditional forms of advertising are struggling print media is declining, TV ads have lost effectiveness. Options exist to tune advertising out with TiVo, iPods give you music without the interruption, and blogs cater to special interests.

Q: How do you get a ‘share of mind’ when you don’t have millions of dollars in your advertising budget?

There is an effective way to do this, using promotional products.

The value of branded products is their ability to carry a message to a well defined target audience. Because these products are useful and appreciated by the recipients, they are retained and used, repeating the imprinted message many times without added cost to the advertiser. Compare this to a one time full page ad in the newspaper or a 20 second slot on the TV and you can see the difference. Surveys have shown that 76% of respondents were able to recall the name of the advertiser that gave them a promotional product.

Q: In what kinds of situations are promotional products effective?

- To increase repeat business by sending or leaving behind a product with your customer.
- Boost trade show traffic by using for pre-show targeted mailings, post-show follow-up and a give away at the booth.
- As awards and gifts to build employee retention
- Leave behind after sales calls or give out at sponsored events to build brand recognition.
- Include in a targeted mailing to build new business – “lumpy” mail always gets attention.
- Year end or anniversary gifts to thank customers for their business.

There are 4 key steps to consider to maximize the effectiveness of using promotional products.

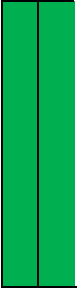
- Identify goals and objectives and the target audience
- Enlist the expertise of a qualified promotional products consultant
- Work with the consultant to plan the campaign, establishing a budget, timeline, effective distribution and selecting the appropriate product that fits your theme and audience.
- Evaluate your campaign results: were goals met, what worked and what didn’t? What would you change the next time?

Following these steps will put your name out in front and you’ll be amazed at the result!



The MRCC B2B group provides information in a different area of expertise each issue of the Business Briefing. Roger Halverson is president of Matrix Resourcing; a promotional products company. **For more information about how to grow your business and retain your customers with promotional products, please contact Roger at roger@matrixresourcing.com.** All published articles in this column will be archived on the B2B page of the MRCC website.

If you have a question for the B2B group, please email it to b2b@minneapolischamber.org. You will receive an



email reply by the appropriate expert within 5 business days. Selected questions may appear in future issues of the “Business Briefing” magazine.