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# Promotional<sup>TM</sup> times

Information and Ideas for  
Improving Sales, Image & Profits



## KNOW YOUR TARGET MARKET; GENERATIONAL DIFFERENCES MATTER

The purpose of this newsletter is to help our clients grow their business! Promotional products increase awareness, help with company branding initiatives, and assist with lead generation. Promotional awards and products improve customer loyalty, employee morale and productivity! Enjoy this issue and use it to help your business grow!

### Winter/Spring 2018

#### 2 PRODUCT SPOTLIGHT

There's always something to celebrate  
**MARKETING TIP**

Where Are You Going

#### LAGNIAPPE

Quotable Quotes  
(A Little Something Extra)

#### 3 BRIGHT IDEAS

Appoint Event Leaders

#### CONSIDER THIS

Build credibility in your community

#### DID YOU KNOW?

Hospitals and medical providers often offer...

#### A SWEET TREAT

Looking for a reason...

#### 4 SOCIAL MEDIA IDEAS

Push your handles

#### DEAR ADDY

Consider getting a smoker!

For centuries, younger and older generations have complained about each other. Whether it's the stories of how much harder they had it, "I walked barefoot to school in the snow, uphill BOTH WAYS!" or conversations about how they "just don't get our vibe," it's a fact that events and culture dramatically shape our points-of-view. Understanding these differences is very important in marketing and promotions; choosing the wrong products or events can be an expensive waste of time. Who is your market?

**Baby Boomers.** The name comes from the increase in babies born after the soldiers returned from war. Currently, most Boomers are either finishing up their tenure at work or have reached retirement age. Their parents lived through the Depression, but this group of people has always seen things flourish. Their general mentality is that you work hard so you can live leisurely in your downtime. Consider offering giveaways at trade shows that support that theme; corkscrews or ball markers are a great low-cost but useful item that will be retained in golf bags or picnic baskets for years to come.



**Generation X.** This generation is the last to grow up without seeing computers as a way of life. Unlike the Boomers before them, this generation sees themselves as more creative and spiritual. Music, like the alternative rock movement that began in the Pacific Northwest, drove art, fashion, and ideology. The concept of

"putting in a hard day's work to relax," is lost on them, as they want to do things that they perceive as, "making a difference," both at work and home. To appeal to this generation, hand out ear buds so they can listen to tunes or books on tape, or packets of seeds that will bring back the honeybees.

**Millennials.** Currently the youngest generation of adults, Millennials are the group that has had a computer in the home from day one. They're incredibly tech-savvy, as they likely emailed and uploaded term papers to their professors or high school teachers and are at the forefront of what's becoming a paperless world. Innovation and simplicity are core values of this group; they're



moving back to the cities and eschewing extra "stuff" for the conveniences and joy of getting out and experiencing what their world has to offer. To appeal to them, hand out a collapsible tote for their farmer's market trips or a power bank for a quick phone charge on the go.

ROUTE TO:

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There's always something to celebrate this time of year! Send your best wishes to clients or staffers in honor of what's going on.

**Valentine's Day:**  
**Give them somewhere to put those flowers.**



Flowers and romance go together like peanut butter and jelly. While bouquets are something that make appearance in many relationships, often the receptacle is an old relic. Update their vase this February and give them a place to showcase the fresh cut blooms in a stylish way.



**Saint Patrick's Day:**  
**Spirits need a better home.**



Instead of going with the same old giveaways featuring clovers this year, celebrate Irish spirit by awarding clients or staffers with a gorgeous place to house their spirits. These decanters can be used for whatever the lucky owner fancies and look so much more stately on a wetbar or desk than the bottle it came in.



**Easter: Be the center of the dinner table**

Celebrate your staff by giving them the main entrée at their Easter supper! These hams are the perfect addition to their family gathering. They'll appreciate the gesture and it will help you to build an even tighter-knit crew.



**Where Are You Going,  
Where Have You Been?**

Move forward this year with the theme of "going places" and focus on getting your brand out there when your clients travel! Seize the opportunity of being seen on planes, trains, and in automobiles by capitalizing on brand awareness.



Duffel bags serve a multitude of purposes for your promotional needs. They're great for salespeople to tote samples, act as an excellent raffle giveaway at regional tradeshow or can be a useful client thank you gift. Hand out luggage straps from your booth to maintain a low cost-per-unit, or help their shoes hibernate without contaminating clean laundry!



**Lagniappe**

(a little something extra)

**Quotable Quotes**

**"It is during our darkest moments that we must focus to see the light." – Aristotle**

**"Try to be a rainbow in someone's cloud." – Maya Angelou**

**"Nothing is impossible, the word itself is I'm possible."**

**–Audrey Hepburn**

**"No matter what people tell you, words and ideas can change the world."**

**–Robin Williams**



**Developing Partnerships:  
Team Up and Switch off**

As the old adage goes, work smarter, not harder! Maintaining a partnership with another business or organization in the community will give you access to clients and visibility within your town. Work together to split the cost and energy that goes into working events; take turns taking the lead hosting!

Raffle off a prize that showcases both of your best wares and build a database of new leads to reach out to for your next event!



### Appoint Event Leaders

Rather than having your sales staff operate autonomously, take advantage of teamwork and have them work together to increase presence at big events! Meet to determine the best events in each sales zone during the quarter and have the salesperson whose region it's in take the lead. By working together, they'll learn from each other, cover more ground, and have more fun than they would riding solo!



At a fitness event – become a sponsor and send your group out to have a booth waiting at the finish line! Hand out fitness towels, something that will go into use immediately and showcase your brand all over the celebration.

At a school event – the most useful item to make an appearance mid-year is the tried and true pencil! Hand out pencils by the ton and have a vote for the most impactful school staff member and award them with a package of your goods or services.



At a community event – show your support for the community you live in and hand out warm cups of cocoa or coffee. Everyone will be grateful during the random chill of springtime and will remember the contribution your company has made with their presence.



### Consider This

Build credibility in your community by reaching out to potential clients that have a large following: this could be on social media, at a school, or a community center. Put together sample packs of your product; prepare marketing materials and present to the outreach manager, or work to attend the next event they're sponsoring. Even something as simple as coupons at a movie night could mean a great conversion rate if you're hitting your target market.



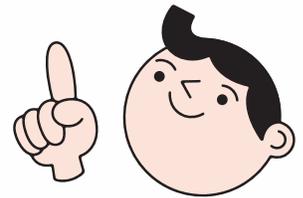
### Develop a rewards program ...for your customers.

Rather than going back to the traditional punch card to earn a freebie, shake things up with a more exciting rewards program for your customers! The trend with large companies is to offer bigger discounts based on the amount of business done together. Work through a rewards program that makes sense for your business and be sure to hand out a membership card that gives you the contact information (a hot lead!) you need to connect with them when you offer new specials or host events.



### Did You Know?

Hospitals and medical providers often offer scholarships for individuals in need, where they subsidize part of the bill based on an inability to pay. Reach out to a local hospital and become a sponsor and community partner. Every little bit counts... and it's a great opportunity for public relations.



### A Sweet Treat After a Meet and Greet

Looking for a reason to take to the streets and visit clients you haven't seen since last year? Block out some time and have these face-to-face meetings the second week of February.



Head down to let your VIPs know about what's going on in your neck of the woods, but don't show up empty handed! Bring these lovely boxes of salted chocolate caramel and save them a trip to the mall – they'll double as a beautiful and thoughtful gift for their sweetheart. Your clients will fondly think of you as someone who's saved them time and money... and will look to you for other ways to make their lives better with your products or services.

## The Riddler

### YOUR CHANCE TO WIN A FREE GIFT

Q: I have a head and a tail but no body... What am I?

Answer to last issue's riddle: Love

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Call, fax or email us with your comments.

This Newsletter Provides Information and Ideas  
for Improving Sales, Image and Profits.

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- Shows customers you care and appreciate their business
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- Educates and informs readers on the benefits of specialty advertising
- Keeps you in touch with customers regularly, frequently, and inexpensively
- Pass along value - the Promotional Times is shared with other buyers.

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## Social Media Ideas

Push your handles – If you're really looking to bump up those Twitter followers, you can't be afraid to be a bit shameless. Speaking at a conference? Put your Twitter handle on the slideshow (heck, keep it in the corner the entire presentation). Ordering new business cards? Better include that adorable handle!

Join in on weekly hashtag themes like #ThrowbackThursday – If you want to build your social media following, you need to be an active participant in the community. This means posting regularly, and also joining in on fun weekly social media traditions that already have a loyal audience. Show the kids how hip you can be!

Vines – Vines, quick 6-second video clips, are largely under-utilized. With a little work and some fun content, you could become a big fish in a small pond on Vine.

Pin your own images (and others) - Don't underestimate the value of this image-sharing site. Post your strongest visual assets (templates, infographics, etc) on Pinterest and link them to your webpages for some serious traffic.

Please copy and fax or mail your request

Dear Addy,

We live in a big baseball town and I think I want to host a projected opening day from the parking lot of my auto shop. I want to serve up something a little more special than just hot dogs and burgers. Any ideas for me?

Thanks,

Countdown to Opening Day

Dear Countdown,

What a fun idea! A free event to get the community out there and celebrate something you love in such a unique way sounds buzzworthy. Consider getting a smoker! You can smoke ribs, brisket, chicken... pretty much anything and it's something you can use again and again once this event becomes a tradition.

Best of luck,

Addy

