

geiger gets it.



Reap the Benefits

Add Promotional Products to the Mix

Definition

Promotional Products or Advertising Specialties are items used as part of a company's advertising mix. These items are imprinted with a company's marketing message as part of a campaign to achieve a client's goals. Goals can include; brand recognition, employee safety and/or recognition, trade show generation, new customer generation, client appreciation, client retention, and more.

1. Benefits of Promotional Products

Targeted. With the current state of the economy, it is more important than ever to target your marketing toward qualified prospects. Promotional products give companies a way to directly impact their target market. Newspaper ads, radio, and television might have a broad reach, but only a small percentage of those people will fit into your requirements for a prospective buyer.

Similar to direct mail, promotional products will target the market you go after. While direct mail might not get opened by the recipient, or will be thrown away immediately after, adding a promotional product to the mailing will increase the likelihood that the mail will be opened. The product will serve as a lasting reminder of the message.

Message. The industry offers a wide mix of products, giving you many options of getting your message across in the proper fashion. Your message is magnified with the ability to reach a combination of the prospects senses. When they see your message, they can also feel your product and; in some cases, smell, taste, and hear it for themselves.

Timing. Promotional products are tangible, lasting items that continue to promote your message for months. Your promotion remains in front of the prospective buyer to help create top-of-mind awareness when they are ready to buy. This helps you increase your market share with brand recognition in a tough economy.

2. Survey Says...

“A 2006 Study by Louisiana State University and University of Texas at San Antonio” looked at the impact promotional products made on advertising. The researchers exposed potential customers to a campaign for a new pizza product. When researchers analyzed this study they found that, “while the print ad came first”, customers who were shown promotional products as part of the campaign “generated favorable attitudes toward the ad”. Customers who were shown promotional products also felt more positive about the product and found the advertisement more credible.

In November of 2008, ASI conducted a survey for end users regarding Promotional Products, and once again found that promotional products have a significant impact on a company’s promotions. On average, for individuals who received a promotional item ● ● ●

“84% of people remembered the advertising on the product,
42% had a more favorable attitude toward the company,
24% of people are more likely to do business with the company and 62% of people did business with them after receiving the product.
Individuals kept the product for approximately 7 months, and 81% keep items they find useful”

Promotional products “deliver between 64 and 1038 impressions per month which results in an average cost per impression of .004 cents”!



3. Why Geiger?

A promotional sales professional can help steer you in the right direction. With a vast array of products to choose from, I have the experience to understand your unique challenges. I can choose the right product that matches your brand, message, and timing requirements. The relationships we have developed with our production partners allow us to bring you quality products at the best prices.

Geiger is the largest family-owned and family-managed distributor in the industry. Geiger opened in 1878, and has spanned 4 generations and 3 centuries. We have seen the economic shifts and know how to respond properly. Let us help you do the same. Teaming with a Geiger sales professional will bring you both a personal relationship with an independent representative like myself and the size, strength, and leverage that a company which has spanned generations provides.

Contact Me

Promotional Products can help compliment your next advertising campaign. I will help you increase the value of your promotion by reaching the right target, at the right time, with the proper message and delivery method. Contact me today for a consultation and learn how promotional products can help you get the most impact from your dollar.

Sources

Wikipedia.com.
Promotional Products Association International (PPAI),
CAS/MAS Study Guide and
Power of Promotional Products Presentation.
Advertising Specialties Institute (ASI), Impressions Study,
November 10, 2008.



Monica Kulesa, MAS

ESS - Geiger Midlantic Ind. Rep.

Ph: (302) 698-1220

Fax: (888) 511-2139

mkulesa@geiger.com

www.ESS-Geiger.com