



**Promotional  
Products**

An Independent Kaeser & Blair Dealer

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The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation.

Premiums will improve customer loyalty, employee morale and productivity.

*Spring/Summer 2007*

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# Promotional Times™

*Information and Ideas for Improving Sales, Image and Profits*



## Extending Your Marketing Dollars

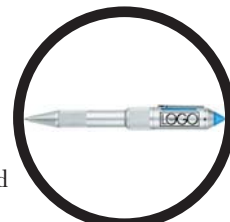
They're on your desk, on backs at the gym, on nightstands, at the breakfast table, and each time a promotional product is put to use - it's creating an impression. Promo products from logo'd mugs to baseball hats are the advertisements that keep on working ... for years.

Custom imprinted umbrellas, USB pens, and sports bottles really work to get your message across and there is plenty of research data to prove it. This may explain why marketers spend over \$18 billion per year on promotional products. Whether the goal is to increase consumer loyalty, warm up business prospects, or encourage your biggest fans' devotion, a promotional product campaign can work harder for you than almost any other type of advertising.

Here are some interesting stats from recent studies:

- **Memorable:** 76% of consumers said they could remember the brand name of a company that gave them a promotional item in the past year.
- **Long-lasting/repeat exposure:** 73% of those who used the promotional product they had received, stated that they used it at least once a week, and 45% used the item at least once a day.
- **Improved company image:** 52% of participants reported having a more favorable impression of the advertiser since receiving the item.
- **Generation of business:** 48% of participants in the study did business with the advertiser after receiving the promotional product.
- **Increase in referrals:** Salespeople who handed out promo items received 32% more referrals than those who did not give out gifts.

Are you looking for new ways to promote your brand? Call us today for interesting ideas that will spread the word.



**According to the Promotional Product Association, the most popular items from 2006 were:**

- |                        |                       |
|------------------------|-----------------------|
| 1. Wearables           | 5. Bags               |
| 2. Writing Instruments | 6. Office Accessories |
| 3. Calendars           | 7. Recognition Awards |
| 4. Drinkware           | 8. Sporting Goods     |





## Slash Wasted Work Hours

The average worker wastes more than 2 hours out of each eight-hour day according to a recent study conducted by AOL and Salary.com. This 20% loss in productivity costs employers approximately \$5,720 in salary each year. Where do all the wasted hours go? According to employee self reporting, they are spent surfing the Web and socializing with coworkers.

One approach to getting employees back to work is to clamp down on internet use with strict limitations. A softer, more “carrot-oriented” approach to improving productivity is to implement an incentive program for those who exceed productivity goals. According to experts, the key to success for such programs is to set smaller, more attainable weekly or monthly goals for employees. And of course, to reward them with gifts that rock! Here are a few suggestions:

■ **Feed ‘em...** Working hard can really work up an appetite! Consider rewarding employees with fun food gifts such as popcorn in a reusable tin, hot sauces with imprinted labels, or a specialty chocolate basket. Another idea: Thank employees with assorted cheeses accompanied with a cutting board.



■ **Bag ‘em...** Looking for a motivational gift that’s bright, fresh, functional and trendy? Check out the wide assortment of available bag styles. Choices range from high-end leather laptop bags to foam-insulated lunch bags... and everything in between.



■ **Plant ‘em...** Thank top employees for helping the company grow with unique gifts of flowers. Branded bags of bulbs, bright color imprinted buckets containing a wide selection of plants and flower seeds are good choices for nature lovers.



We can hook you up with hard-working incentives to reward top producers. Give us a call today!



## The Lead Generator: Direct Mail

Direct mail returns can be far better than the average 1-2% response rate. Done well, it brings quality potential customers to your door. Here are a few tips.

■ **Bulls-Eye List.** Your mailer should go to a targeted recipient list.

Find the market you wish to penetrate, and tailor the direct-mail campaign to them. For example, a new retirement home sent inexpensive pill holders to local senior citizens and achieved a whopping 18% response rate.



■ **Surprise Them.** Every prospect gets a ton of mail, so make yours eye-catching. You must have a creative visual or catchy headline. To vastly increase responses, use a dimensional mailer like a tube or box.

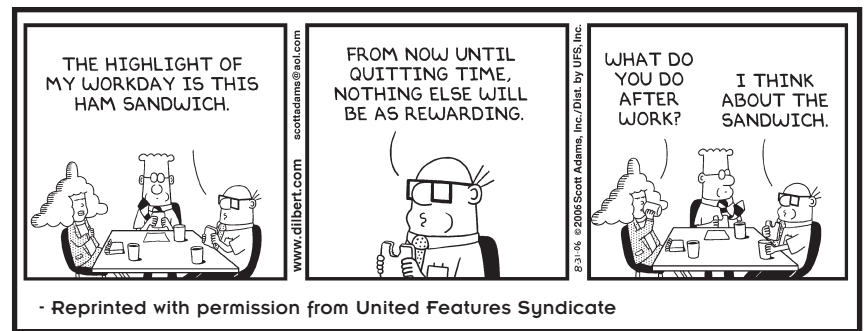
■ **Bait the Hook.** Offer a gift or discount to motivate new clients. A heating and air-conditioning company enjoyed a 30% response to its offer of a free indoor & outdoor thermometer to anyone that scheduled an A/C tune-up.



## Direct Mail Drives Retail Traffic

A new study by the Direct Marketing Association supports what many marketers have long known: Direct mail drives retail traffic. 24% of adults who received direct mail from a retailer that they don’t typically shop from subsequently visited one of the retailer’s stores.

As to the types of direct mail that recipients are most likely to open, 21% said that a special offer or a discount will persuade them to open a mail piece. 83% said that an “interesting-looking” package makes a big difference as to whether they will open a piece of mail.



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## The Riddler

YOUR CHANCE TO WIN A FREE GIFT

**Q: My life can be measured in hours. I serve by being devoured. Thin, I am quick. Fat, I am slow. Wind is my foe. What am I?**

Note: The first five people to correctly answer the riddle will win a free gift. Email, call or fax your answer (see form on back).



# Give Threads That Turn Heads

Some gifts have universal appeal for universal purposes. T-shirts bearing your company name and logo are always a hit regardless of whether you are motivating employees, introducing yourself to potential clients or saying thank you to customers.

The key to giving shirts that will be worn is to think outside the box when it comes to styles, colors and materials. Some trends to consider:

**Special effects printing** – Why limit yourself to one-color, flat ink imprinted shirts? Create shirts that will be remembered with glow-in-the-dark ink, jewel tone gels or high density ink.

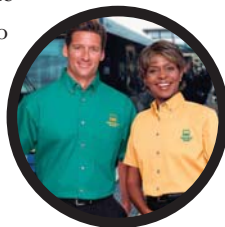
**Compressed packaging** – You can hand prospects your T-shirt OR you can hand them a T-shirt compressed into the shape of something relevant to your business or promotion. Examples include a star, a guitar, an airplane, a hard hat or a cell phone. Go the extra mile with an imprinted message or logo on the compressed shape.

**Soft tees** – When it comes to T-shirts, the softer the better. New materials (such as fine jersey) allow for durable tees that feel like they’ve been washed hundreds of times. And just like the fabric, colors are soft and heathered.

**Bolder patterns** – Don’t shy away from patterned fabrics! Bolder patterns actually tend to support simple logos better. Of course, complex logos are better suited for smaller or tighter patterns or solids.

**Performance fabrics** – Fabrics that work overtime on tasks like wicking moisture away from the body are an excellent choice for golf or tennis shirts. An added bonus: they are lighter, and they don’t fade or shrink. Other big performers: no-wrinkle and stain resistant fabrics.

Let us know if you need help – we’ll give you the shirt off our back!

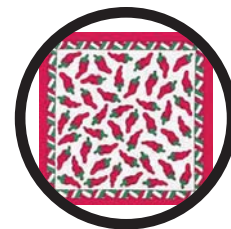


# Invites Done Right

Planning a big event in the near future?

Create invitations that ask the guest to attend the event and also, serve as a leave-behind promotional gift.

For example, a well-known ballet theater invited people to its *Family Day* fundraiser with paper doll ballerinas that invitees and their children could play with long after the actual event had passed. More ideas: imprinted bandanas make great invitations to cowboy or western-themed parties while branded golf flags are perfect for soliciting participation in golf outings.



# Top Business Web Sites

1. Looking for just the right image? Look no further: [www.gettyimages.com](http://www.gettyimages.com)
2. Great traffic generating ideas are available at: [www.marketingfind.com](http://www.marketingfind.com)
3. Get marketing advice from 240,500 pros: [www.marketingpros.com](http://www.marketingpros.com)
4. Looking for just the right words? Then you have to check out: [www.m-w.com](http://www.m-w.com)
5. Here’s a one stop shop for your growing business: [www.allbusiness.com](http://www.allbusiness.com)

## Lagniappe

### [a little something extra] Quotable Quotes

*I know I’m getting better at golf because I’m hitting fewer spectators.*  
– Gerald Ford

*It took me seventeen years to get three thousand hits in baseball. I did it in one afternoon on the golf course.*  
– Hank Aaron

*Jon Bon Jovi and I have a lot in common. Jon plays the guitar; I like to play the guitar. Jon wears a leather jacket; I like to wear a leather jacket. Jon Bon Jovi was one of the 50 most beautiful people in People magazine; I like to read People magazine.* – John Kerry

*You want to look younger? Rent smaller children.*  
– Phyllis Diller





# Philosophy of Ambiguity

1. What if there were no hypothetical questions?
2. Is there another word for synonym?
3. Can vegetarians eat animal crackers?
4. If the police arrest a mime, do they tell him he has the right to remain silent?
5. What was the best thing before sliced bread?
6. One nice thing about egotists: They don't talk about other people.
7. If you try to fail, and succeed, which have you done?



# Dear Addy,

## ANSWERS TO YOUR PROMOTIONAL QUESTIONS

- Q:** I'm looking for really "cool" gifts to thank our employees for their dedication and hard work over the past year. What do you suggest?
- A:** Check out the digital photo key chain that holds up to 26 photographs, or even one of the new MP4 players.
- Q:** Our insurance agents need something that is useful or handy to give to new clients. What do you think?
- A:** Here's an idea: an Auto Emergency Kit complete with flashlight, distress flag, road atlas, tire gauge, antiseptic towelettes, and adhesive bandages.



Please copy and fax or mail your request

Do you enjoy reading our newsletter?  
Call, fax or email us with your comments.

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

Want to make your next promotion a success?  
Please contact us at:

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**303-456-9035**  
**Fax: 303-456-6370**  
**glspecad@glspecialties**  
**www.glspecialties.com**

I'm interested in:

- Promotional Apparel     Direct Mail  
 Spring Promotions     Apparel  
 Tradeshow Giveaways     Business Gifts  
 Incentives/Awards     New Products

I need:  literature  pricing  samples of these products: \_\_\_\_\_

Contact \_\_\_\_\_

Company \_\_\_\_\_

Address (if different from addressee) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax/Email \_\_\_\_\_

Riddle Answer \_\_\_\_\_



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