



Ten Good Reasons to Use Promotional Product Advertising during Hard Economic Times

Steve A. Giffin

You still are conducting business. You do still turn on your lights and open the doors right? So why not invite people in by letting them know you still exist? If you are open for business at all, you must market that business. One of the best ways is by giving your customers a gift. Promotional products are a great way in which to get your customers to contact you.

Now more than ever is a great opportunity to capture a larger market share. When the pond gets smaller, using promotional products as a form of advertising; increases your visibility and chances of being the vendor of choice and taking shares from your competitors.

One of the most reliable methods of advertising is with promotional products. Using multiple forms of advertising is a desirable method of course, except during tough times when you need to rely more heavily on your Company Branding. Branding with Promotional Products is the key to rising above your competition and displaying your name to your customers daily.

The use of promotional products has proven results. During hard times, your advertising needs to be focused on a greater return on investment, and not single use visibility. Promotional Products and Advertising Specialties are a proven method of keeping your name in front of your customers continuously. Once the decision to buy is made, the consumer relies heavily on this form of advertising to help them decide where to buy.

Promotional Products assists in building awareness and increasing preference. Consumers believe that buying a familiar brand usually guarantees approval while buying unfamiliar brands are risky. Brand preference is directly impacted by the advertising investment. Promotional products are a proven means of raising a brand's reputation and preference level.

Many customers are tough and particular about their choice of vendors. Therefore, be among the considered choices. You must have your company brand visible consistently, and if you aren't there, you may not be considered as a choice for those who are buying. Advertising with promotional products is an effective sales tool and has been shown to help close the deal and stimulate repeat business.

In this day and age, consumers are looking for credibility. Advertising by using promotional products is a very credible medium and a strong indication that you are still doing well. Also, being courageous is important now. You should never show your fear to your customers, strengthening your stability and credibility. Promotional product advertising instills confidence to your customer about your business.

You must convert your customer's wants into needs. During tough times, consumers buy what they need and not merely what they want. It is up to you to convince consumers they need what you offer. Through the use of promotional products, your customers will start to identify with you as a need.

Starting today with a promotional advertising program is key to your success. Even if customers are not buying today, promotional product advertising is your opportunity to start people thinking about what is important to buy and from whom they should buy it. Promotional products are an investment that will ultimately pay off.

Promotional Products are a successful way of advertising and marketing. Millions of manufacturers, retailers, service businesses, and individuals advertise with specialty products every day. Time and time again. Why? Because they work!

Please let us help you with your next Promotional and Advertising Campaign!

125 E. BAKER STREET, SUITE 261 • COSTA MESA, CA 92626 • PHONE: (714) 540-8880 • FAX: (714) 540-8881
WEB: americanpacificpromo.com • E-MAIL: sgiffin@apromo.net