



HOW TO USE PROMOTIONAL ITEMS TO EXPAND YOUR BUSINESS

PROMOTIONAL PRODUCTS: THE OLDEST AND MOST EFFECTIVE FORM OF MARKETING

1

Inexpensive, yet very effective!
The average cost per impression for many promotional items is much lower than that of TV, out of home and digital marketing initiatives.

2

Attract and retain customers!
Approximately 85% of people who receive a promotional product end up doing business with that brand at some point! What a great way to earn new business and create loyalty!

3

Tangible brand awareness!
There is nothing better than ensuring your brand is at the forefront of potential and existing client's minds at all times!