



Specialty Promotions, LLC

YOUR NAME OR LOGO
ON VIRTUALLY ANYTHING

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Promotional Times

Information and Ideas for Improving Sales, Image and Profits

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Spring Fever

We've got spring fever - do you? Fortunately, we've also got the cure. Here are some great products to help your clients, prospects and employees enjoy the sunny days ahead:

. Let it grow. Bring a little of the outdoors in with this grow kit in an eye-catching, high-definition imprinted cup. It's great for customers' desks as well as for schools, fundraisers, teacher gifts and event giveaways.



. Hydrate on the go. This convenient flexible water bottle folds flat for ultimate portability. Perfect for corporate picnics, golf tournaments, sporting events, and outdoor retailers.



Maximizing the Green

You may have some talk lately about "green fatigue." Eco-friendly products were the hot topic for a long time, with the movement remaining strong even during the recession. But sales of environmentally friendly products have slowed in several categories lately, while sales of some not-so-green items, like bottled water, have increased.

There can - and should - still be a role for green promotional products in your marketing, however.



Much of consumers' "green fatigue" comes from a perception that green products cost more or that they will have to change their habits to be eco-friendly. At the same time, consumers continue to reward businesses that support social causes such as the environment.

To make green products a success for your company, just follow the same best practices you would in choosing any promotional product for your business. First, select promotional items that recipients will value and use. This can include handing out presentation materials on logo'd USB drives, rather than printed copies, or using recycled stationary or note pads. Or consider giving out hats or organic cotton t-



shirts at an event as an alternative to sunscreen in a plastic tube.



And be sure to choose durable, reusable items. This can be a stylish tote bag or biodegradable travel tumbler, a refillable pen, or a perpetual calendar. You will benefit, too, as customers continue to be exposed to your brand year after year.

The key is to not make the item's eco-friendliness the primary factor in your selection. Instead, focus on items your customers and prospects will appreciate and use repeatedly - and you and the environment will both benefit!

. Add some sizzle. Make all your diehard grillers happy with a handy tote that converts into a full-sized apron! It comes with a three-piece BBQ tool set, BBQ mitt and a chef's hat and would be a good customer or employee appreciation gift.



The Riddler: (first 3 to respond and get the riddle correct get a free gift)

I am, wanted by many, hated by some. The downfall of leaders and swallowed by none. Seek me out and pain I will bring, for all men tremble before my king. *What am I?*



Clear Tumblers



Shake Flashlight



Mobil Device Leash

Positive Changes

A bookstore that was moving into a larger space faced the challenge of informing customers of the benefits of the new location while retaining their loyalty after the disruption of the move.



After choosing a "come see what we're cooking up" theme, the store sent its target audience a logo'd spatula and pepper mill, along with an invitation to a cooking class in the store's new meeting space. This was followed two months later with an imprinted ice cream scoop and an invitation to an ice cream party in their new, larger parking lot.



The result was a successful and memorable campaign that surprised key customers, built loyalty during a time of change, and effectively introduced the benefits of the new location.

We can help create a similar campaign for your company. **Just contact us today!**

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