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Promotional Times™

Information and Ideas for Improving Sales, Image and Profits

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January 2012

Don't Forget the Kids!

Building a relationship with the entire family is important for business. Studies show that children as young as three have strong brand recognition. Building a rapport with kids can create life long relationships and brand loyalty. One report stated that children are not only great purchasers but also exhibit great influence on their parent's purchase decisions. Children's influence on the market is estimated to be around \$1.88 trillion.



For years Delta Air Lines gave out "tiny fliers" to their younger passengers. This tiny pin featuring wings and the Delta logo influenced many parents' decision to use that airline, and as adults they accumulate frequent flyer miles with that company. Remembering the children with something as small as a pin, a packet of crayons, or a balloon can influence repeat business.



Larger items, like cool decorative pens, can become a part of a child's toy box. Kids will take an item like this with them to places like show and tell at school. Giving a child his favorite item can inspire a life long love for your company and show the parents that you care.



This Valentine's Day don't forget to show your clients how much you appreciate them. Send them something with a personal touch. A small boutique in Atlanta started sending hand written thank you notes to its customers last year. The notes were personal, sighting the items the clients bought and wishing them happiness with their purchase. The hand written notes took more time and effort than an email; however, they created a personal relationship between the sales clerk and the customer. This year that small boutique has grown enormously because of its loyal customer following.



You build a relationship with your clients by letting them know that you appreciate them. Add notes to the card referencing things you have talked about with your clients or details that let them know that you are thinking about them. These personal touches will make your customers feel like they are not just part of an assembly line, they will remember the sentiment and come back for repeat business.

In addition to sending a note, send a great promotional item to your client with a touch of Valentine's Day spirit, like a teddy bear or a heart shaped key chain. Pick something that lets your clients know that you are thinking of them and appreciate them.

Call us for additional suggestions. We would love to help!



A kid's kit with your brand name imprinted on it can be of fun for children and something they show their friends. This can create additional traffic to your business as children encourage their friends to get their own.

Call us for these or other great promotional items for kids. We would love to help!

Quotable Quotes:

A New Year's resolution is something that goes in one year and out the other.

~Author Unknown

"In three words I can sum up everything I've learned about life. It goes on."

~ Robert Frost

"Yesterday is history, tomorrow is a mystery. And today? Today is a gift. That's why we call it the present."

~ B. Olatunji

The Riddler:

Light as a feather, there is nothing in it; the strongest man can't hold it for much more than a minute.

What is it?

Last month's answer:
Pencil Lead!

New and/or Unique Items

		
<p>Optical Aqua Mouse 100's of Standard Floaters to choose from. Mouse features 2 buttons with browser wheel, standard or custom design with 3 dimensional floater and 1 custom color liquid. Individually Packaged</p>	<p>Auto Emergency Tool Glass break hammer Powerful LED flashlight Seatbelt cutter Mounting/storage bracket keeps it within reach Operates on 3 AAA batteries (not included)</p>	<p>USB Battery Charger Environmentally friendly - batteries can be recharged up to 800 times significantly reducing the number of alkaline batteries disposed in landfills. Comes with 2 rechargeable batteries.</p>



Did You Know Promotional Products Can.

- . Promote a new branch opening?
- . Introduce new products?
- . Motivate employees?
- . Get new customers?
- . Stimulate your sales meeting?
- . Motivate customers to purchase?
- . Build awareness or an image?

Call us today and let us use our creativity and product knowledge to help you with your next project!



Make it a Banner Ad

Looking for a new mode of advertising? Expose your business to Internet users with an attention-grabbing banner ad. The ads, which appear on relevant commercial or search engine pages, allow prospects to click directly to your website.

Effective banner ads are colorful, clever, and animated. Other ads will be competing on the same page, so ensure yours is the one viewers notice first. Here's a tip: Promise the consumer a bonus, such as free shipping or

a gift for clicking onto your site. Numerous studies prove the technique significantly increases click-through rates for banner ads.

A plumbing company crafted a banner ad depicting a man chasing a drop of water. Though the ad was attention-getting, business really gushed in when an incentive was added. First-time customers were offered a free shower radio or pocket multi-tool, prompting a flood in website visits, and ultimately quadrupling the number of actual customers.

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