



Specialty Promotions, LLC

YOUR NAME OR LOGO
ON VIRTUALLY ANYTHING

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"Eye-Catching Ideas"



Looking for just the right promotional gift? According to Lynn Cueller, Director of Marketing for Fields Manufacturing, "Sunglasses are great for fund-raisers, company picnics, ski or golf outings, trade show give-aways, and safety programs." Cueller recommends using slogans and colored frames for added impact.



What are some of the more clever promotions? An automobile dealer mailed eyeglass cases along with an invitation to test drive new cars and pick up a matching set of sunglasses. A bank gave away children's sunglasses when the parents opened a new savings account for their kids. What about using sunglasses as rewards? Call your ad specialty rep for more "eye-catching" ideas!

"Successful Direct Mail"

What was the outcome of your last direct mail campaign? Why settle for a 3 to 5% response rate when you could be pulling in 10 % to 50% more? Here are some suggestions:



The First step in launching a successful direct mail campaign is identifying your target audience. "You must know the demographics and psychographics," says Cliff Quicksell, Jr., MAS. "What is the predominant sex, average age, education, and income level? What are the emotional triggers that entice people to make a decision to purchase?"



When designing your direct mail promotion, try to involve as many of the senses as possible. Many companies use scented envelopes, greeting cards that play songs, flashlights, stress balls, and gourmet candy and food. The more recipients interact with your offering, the more likely they will respond.



Lastly, according to a recent study by the U.S. Postal Service, only 44% of direct mail is ever read. Since most of us already receive enormous amounts of unsolicited mail, it's imperative that your packaging stands out. It's your "in box" contains a stack of envelopes and a big purple box, which gets opened first? Unusual packaging, such as bright colors, tubes, oversized envelopes, or teaser copy will attract attention and curiosity. Remember, it's not the quantity of the mailing, but the quality.

Lagniappe

(A little something extra).....

Quotable Quotes

"Limitations live only in our minds. But if we use our imaginations, our possibilities become limitless."

-Jamie Paolinetti

"We're so busy watching out for what's just ahead of us that we don't take time to enjoy where we are."

-Calvin & Hobbes

"Trust everybody, but cut the cards."

- Finley Peter Dunne

"I'd give up golf if I didn't have so many sweaters"

- Bob Hope

May's Riddler:

What has no beginning, end, or middle?

(emails us your guess to see if you are right)

New and Unique Products



Lime Holder

This unique clip will INCREASE YOUR BEER SALES while your patrons engage in fun conversations by wanting to try this one of a kind NEW product. It's FUN to use and PROMOTES YOUR BUSINESS when your logo/website is placed on the bottle cap medallion.



Green Sleeve Drink Holder

This eco-friendly device can either keep your drink hot or cold with this unique and stylish Greensleeve beverage holder. Putting your brand on this will let the consumer know that you are serious about going green.



Magnetic Bookmark

The giveaway that keeps on giving; this is perfect for educational events and for travel. Sticks to any page and wont lose your place and will continue to keep your name in front of the reader.

Super-Charged Employees

Today's business world is full of challenges and rapid change. Competition is fierce. Customers are demanding higher levels of quality and service. At the same times, companies are undergoing dramatic restructuring and downsizing. Successful firms have discovered their key asset is a highly motivated, well-trained work force. Motivate your employees and they'll be energized to go out and satisfy your customers.

A well-structured [incentive program](#) is critical to [motivating employees](#). The principle is simple; people want recognition. Executing a successful program, however, can be difficult. The incentive plan must clearly establish your objectives, instruct employees on exactly what is expected of them, and deliver measurable results. The key is to amply reward the employee and your company as well. (Incentive Magazine)

Use Incentives for:

- Instilling loyalty
- Fostering teamwork
- Increasing productivity
- Boosting morale
- Ensuring safety
- Reducing turnover
- Decreasing absenteeism



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