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5 Creative Ways to Market a Business Using Promotional Items

There are many ways your customers can get creative about promoting their company that are more powerful than simply printing their name and logo on products. Below are five innovative ideas on how your customers can use promotional products to make their marketing more impactful.

#1: Add a Website URL and Customer Service Information

One of the biggest mistakes companies make is bombarding recipients with a lengthy sales pitch during their first interaction. They might think they're educating end-users, but they're really turning people off from ever coming back to learn more. Instead, suggest your clients put their website URL and customer service information on their promotional products along with their company name and logo. This way, potential customers have all the information they need to look your clients up later online on their own time. They'll feel less pressure to convert, which will actually make them more likely to later on

#2: Include App Information

If your clients have apps for their businesses, make sure they print that information on their promotional products. In today's tech-driven world, having an app is a huge advantage, because it shows potential customers your client is tech-savvy and cares about their convenience. People will be even more likely to use storage space for client apps if they offer an incentive, like a discount code with-sign up. Talk to your customers about new user app promotions and spread the word with their promotional items.

#3: Promote Social Media Handles

Every business should have a social media presence in this day and age. Social media is one of the most influential ways for your clients to get the word out about their business. Plus, social media's laid-back nature makes it easier to showcase their brand's unique identity. Get even more social- savvy by coming up with a hashtag for your clients' companies or events they're attending. They can invite end-users to use their hashtags online and tag a friend to be entered to win a prize. It's a great way to create buzz about brands naturally.

#4: Create QR Codes

QR codes are a type of two dimensional barcode that can be scanned to reveal information. This makes it super accessible for consumers to uncover additional content in seconds. Suggest your tech-savvy customers include QR codes on their promotional items to drive consumers to bonus online content such as...videos, coupon codes, written content, playlists (on apps like Spotify) and more!

#5: Offer Coupons

Who doesn't love saving money? What your clients may not realize is their promotional items are a good way to incentivize customers. Imprint giveaways with coupon codes that can be redeemed online. Suggest your clients put a time limit on the redemption period to create even more urgency. Even if end-users don't end up converting, they'll still be curious enough to check out your client's website and see what they could be saving on, increasing brand awareness and successfully driving action.