

THE TOP 7 BLUNDERS TO AVOID WHEN BUYING PROMOTIONAL PRODUCTS



What is your ideal promotional gift?

Before you buy your next promotional product ask yourself these 7 key questions...

Unlike more well-known (and more expensive) means of marketing, promotional products can be one of your most cost effective and successful marketing tactics in your program if they are executed properly. This guide has been designed to challenge your current 'idea' about what you want, why you want it, and where you get it from. There are many potential pitfalls along the way but with this guide you should end up with a great promotional item that does a fabulously strong marketing job for you.

1. WHAT IS THE OBJECTIVE OR REASON FOR BUYING PROMOTIONAL PRODUCTS?

What do you really want your item to achieve?

Be honest and ruthless with yourself and your team. What do you hope this item will do for you? Do you need to change brand perceptions, get your phone ringing, drive more people to your website, change perception of your brand, or remind customers of a new location or phone number? Before you choose the item, really decide on your objective and the reasons why you are looking at promotional items. You may have a number of different items that you have never considered before available to help you achieve that goal. Some of the next questions I always ask clients is around demographics, who is it going to? What have you done before? Did it work? What are your competitors doing? Is it going to a female/male/ and then age? Once you have considered all of this you are one step closer to a great promotional product



2. NO DISTRIBUTION PLAN, WHO IS IT GOING TO?

And how is it getting there?

Okay so you know why you are getting a new promotional product, but hold fire, till you next ask yourself how are they getting to your recipients. So you have 200 somethings, that are larger than a regular envelope, or you don't have a mailing address, or you don't have a sales team, so how are they actually going out. Be smart, if you are heading to a trade show you need something ideally light and cheap, as you will want to hand out as many as you can. If you are mailing to company ceo's you will want the item to fit in a suitable mailing size that doesn't cost more in distribution than the actual product. Knowing how they are getting to your audience also determines what product you choose.

3. NOT TAILORED TO YOUR AUDIENCE

A big mistake that is made is the person buying the promotional item, buys something they have been wanting personally rather than thinking about what will suit their audience. Different demographics and ages really will skew the perfect or ideal product. Recently with LED and digital printing a whole new variety of options are available that can be customised very cost effectively. Research has shown that if your audience subconsciously when you give them the item say 'wow, that is useful' you will find that they keep the item and then use it. Usability is the key to success, different audiences will find different items 'useful' so really consider this when you are narrowing down the item of choice.



[Promotional Products Oz](http://PromotionalProductsOz.com.au)

P. 02 8203 2390

E. sales@promotionalproductsoz.com.au

4. YOU GET WHAT YOU PAY FOR

Marketing with promotional items can be one of your most cost effective and successful strategies and we see all too often a decision to buy and select on price. Imagine if you could reach your best customer every week in a positive way with an item they used for the next 2 years and it only cost you \$10 the cost per view that would be about 10c for him to be thinking nice thoughts of you in his brand recall. But if you are trying to save yourself some money, don't when it comes to promotional items as it can actually cost you more in the long run. Imagine then the same customer being given a pen and it was a 'cheapie' on the market, but the ink that you can't see runs out pretty quickly, your customer won't be using that pen for long. Or the customer who you have given a usb to that fails after 10 uses and had his presentation on it that he needed for a meeting, not great. With the majority of products coming from china today, not all 2 products are created equal. When you put 2 items up side by side they may look the same, but when you open, try, test the item there is a very big difference. So next time when you see 2 products on the internet and they look the same, don't always think to choose the 'cheaper' option. If possible get a sample, or come to a showroom and personally put the cheapies up next to the more expensive option. There is a place for the cheapie option but not for your best customers maybe.



5. PRINTING USELESS DETAILS OR THE WRONG INFORMATION.

So you've chosen a great product, you know who it is going to, and why you are doing it, so now you need to really think about what key detail your recipient needs there and then on the item. You don't have to put everything on your promotional gift eg: tag line, multiple phone lines, email, website, then a picture. You may just need to put your logo subtly in a corner as your audience may not want or need your phone number as it is a thank you gift. But you may be looking for new customers and run the local chiropractic clinic so the phone number and business name/what you do are the most important elements to get across clearly. Various products have subtle and also obvious ways to assist in getting your message across, if in doubt, go back to your promotional gift objective as the answer will be in there too.

6. LAST MINUTE DECISIONS AND ORDERS

Okay so a good promotional company can help you with a product and get it distributed within 24-72 hours, but that isn't ideal. It will cost you money, you may not get what you want, and potentially it might not arrive in time, and you may also have to sacrifice a great idea for something average.

If you want the best out of the item, give it the respect it deserves and get onto it earlier than a week or two. If you know or think it is going to come in from China, or you want something custom made, talk to your promo specialist 4-6 months out. By having a relationship with a reputable company, they will work with you a number of months ahead, look for specials for you, buy overseas, or double you up with someone else to get you some additional buying power, Time gives everyone involved the best chance of a super product that is going to work its socks off. Leave the last minute orders to competitors who aren't organised or savvy.



7. DEAL WITH A PROFESSIONAL

There are some great business's in the promotional marketing space, (there are shonks too like all business areas), but they are professionals who have studied marketing, sales, business growth and know the triggers and trends that are clever to cut through a crowded market to give you the edge and help your business achieve its goals.

Work with someone who is part of the industry associations, look at their references, check out if they are working from their garage (yes that does happen a lot), and work with someone you trust. Not all promotional products are created equal so you need a partner to help you make the right choices. We are just as proud when a campaign goes off as you are.

So in conclusion, consider the 8 points above and answer them, in your mind on a strategy paper and if in doubt don't buy anything at all wait till you have something great. If not give us a call and we'll help you find a great product that does the job intended.

[Promotional Products Oz](#)

P. 02 8203 2390

E. sales@promotionalproductsoz.com.au