



The Complete Guide To Promotional Products

Welcome To The Promotional Products Guide Ebook

Promotional Products: They're Everywhere, And They've Been Here For Over Two Centuries

Promotional Products are everywhere: the logo refrigerator magnet given to you upon checkout at the grocery, the calculator with the name of your accountant emblazoned upon it, the branded sweater handed out at the last company outing. Even if we don't always notice them, promotional items are part of our everyday life.

Historians date promotional items all the way back to America in 1789, when buttons were distributed to commemorate the election of George Washington. Buttons, rulers, calendars and other one-off items were given to customers of businesses for some time after that and, in the late 1800s, a printing company owner sold logo book bags to a local shoe store in Ohio, ushering in the true beginning of the promotional products industry.

The idea of corporate marketing grew through the 20th century as companies recognised the growing importance of marketing their brand and corporate identity. In the 1970s, full-blown promotional products companies formed all over the world, dedicated solely to the creation and sale of branded items companies could use to promote their image and keep their name in front of customers at all times. As the promotional products industry has grown, companies in this field have met the challenge of increasing demand and lower prices by becoming experts in sourcing, which is the practice of obtaining high quality goods at lower prices – and passing the savings on to clients – through networking with the most relevant, efficient manufacturers and managing the supply chain to obtain the exact specified products on time and correct to order.



A Look at the Promotional Products Industry in Australia

Like it is the world over, the promotional products industry is booming in and around Australia. Over the past five years, the sale of promotional products has exploded with a 45% increase. Currently, the promotional product industry is a two billion dollar per year business. Things are going well in New Zealand, as well, where the industry has grown 40% over the past five years to \$234 million this past year. APPA, the Australian Promotional Products Association, sees no sign in this trend slowing, with forecasted growth well into the future. Sydney-based Purely Promotions has seen this growing trend firsthand, thriving while offering affordable and high quality promotional products throughout Australia.

What Types of Companies Use Promotional Products?

Any company will get a lot out of giving away promotional products to its clients. Businesses of every size across all industries can realise great benefits and cost effective promotion from displaying their name and logo on a wide range of useful promotional items.

For small businesses just getting started, the budget for advertising can be quite small. Unable to roll out a large scale media assault, start-ups must be very careful choosing their advertising avenues. This is where promotional items really shine. Promotional Products are active and highly engaging. Customers keep them and use them. Advertisements in newspapers, magazines and on television are passive and transient. Which do you think is more effective? When advertising budgets are tight, memorable promotional items at affordable prices can make all the difference

between a small business' success and failure.

While small businesses can maximise their advertising budgets by using promotional products, larger businesses can benefit from promotional items, too. With bigger advertising budgets, these companies can diversify their promotional product offerings to appeal to an even wider variety of customers. Promotional items like golf balls, flash drives, hats, bags and journals can all be offered in order to appeal to a full spectrum of people, which is exactly the aim of advertising for larger companies.

When considering different types of industries, it's hard to think of any type of business that wouldn't get maximised value out of investing in promotional items. From local car dealerships looking for logo key chains to hand out to customers to national banks offering personalised check books and ledgers, companies in every industry can affordably satisfy their advertising goals and hit their key demographics with promotional products.



Why Should My Business Use Promotional Products?

Utilising promotional products gives a customer something to hold on to, so these items stay with a customer much longer than standard forms of advertising. Consider something as simple as a pen with your company's name, phone number and web address on it. If a customer uses this pen daily, your company's information is in front of them constantly. There is no other advertising method that can offer this type of constant presence. When you think about the cost of regular newspaper or online advertising and compare it to the prices that a properly-sourced promotional product company can offer, there's truly no comparison at all.

Using promotional items to advertise your business offers the added benefit of perceived value. This works in two ways. First, offering branded items can make smaller, growing companies come across as more established, on par with bigger businesses. What looks better, a cheap flyer wedged in your doorway or an umbrella with a silk-screened logo? Second, the higher the quality of the promotional item, the better a company is thought of – and vice versa. A promotional product that is sturdy, lasts a long time and is useful to the customer gives prospective clients the same impression of your company. Promotional items can inspire confidence and show customers you mean business.



When Would My Business Use Promotional Items?

Businesses can find as many uses for promotional products as there are promotional items available. The most basic use for promotional products is just the standard customer giveaway. Businesses can keep branded promotional items like magnets, pens, calendars, key chains and bottle opener's right at the point of sale as a gift to customers. Everybody likes free knickknacks but if you are creative your will certainly create much more than you initially set out to make. Clients will grab a few of these items when they leave your place of business and take them home where friends and family will see them and will be exposed to your product.

Trade shows are another great place to utilise items such as Conference Bags, Satchels or Lanyards.

Businesses set up booths and other displays at trade shows to promote themselves to customers and to encourage and negotiate partnerships for business-to-business arrangements. The very best way to ensure these future customers and prospective business partners remember your conversation and recall all your product has to offer is to give them something to take with them. All kinds of promotional items are available across various price points, and they clients and partners will use them long after leaving the trade show. This means they will be reminded of your company for weeks and months down the line. Another way to get customers and other businesses on your side at trade shows is to go the route of convenience. Branded lanyards, nametag holders, bags and more would come in very handy at conventions and trade shows, and customers will certainly remember who gave these items to them.

Higher end promotional products like leather portfolios and computer bags decorated or printed with your company's logo can be used as gifts for business partners and as prizes in customer loyalty programs. The best customers and the most lucrative business partners can be given a very valuable reminder of your appreciation that will also serve as an advertisement for quite some time.

Businesses with causes to support can use promotional products to reflect these causes in a fun and effective way. For example, "green" companies can show their support of environmentalism, for example, by handing out BPA-free water bottles with their logo on it. Supporting causes creates an emotional connection with your customers, and branded items products that tastefully promote your company while supporting a good cause will help strengthen your bond with clients.



What are Some Popular Promotional Products?

When some people think of promotional items, they don't think much further than the branded bottle opener from the beer store, logo magnets from the mechanic and pens with names and phone numbers from everywhere else. There is so much more available to choose from, regardless of budget, so your business can offer unique promotional items far outside the norm.

There are so many promotional products out there that many businesses would have never considered. Instead of beer bottle openers, liquor stores can give customers branded cooler bags. Instead of magnets, auto repair shops can reward loyal customers with mechanic-style work shirts emblazoned with the shop's logo. Computer repair companies can give customers handy USB flash drives with their contact information printed on them. Customers would use them daily and have the number handy as soon as their computer crashed!

Promotional items go so much further than buttons, pens and other disposable handouts. Stress balls, laptop cases, umbrellas, golf tees and so many more unexpected items can be manufactured with your company's logo, so customers can be given unforgettable and unique promotional items that they will keep. This ensures that your name always be right at hand.

What Should I Look for When I'm Trying to Find a Promotional Products Company?

First and foremost, you need to find a promotional products company that is local. As an Australian, why would you choose a promotional item company halfway around the globe? Purely Promotions is an Australian promotional products company based in Sydney and we supply promotional products to companies small and large all over Australia. We understand Australia's unique market, businesses and customers. You need to find a promotional products company that is for Aussies, by

Aussies in order to get the most impact out of your promotional budget. Staying in Australia for your promotional business means your company will benefit from local expertise and it also helps Australia's economy. We have a real connection to Australia and you will see that in everything we do.

Another very important criterion to go by when choosing a promotional products company in Australia is quality of products. Nobody wants junk, and nobody keeps junk for long. If you give a customer a low quality pen that doesn't write, two things will happen. First, they will throw it right out and all that opportunity for your name to be seen every day for weeks is gone. Second, there is the issue of perceived value. If your company gives a customer a bad promotional item that falls apart, doesn't work, or is simply cheap looking, they will think the same of your company. Businesses need to find promotional product companies that offer items that are not only affordable, but also are very high quality. Your promotional products reflect who you are as a business, company, organisation or even an individual.

Selection is also very important. When choosing promotional products, variety is important. Why give customers the same items every time? That's an easy way to be forgotten. Another reason selection is so important is that your customers must find your promotional items useful and these products must have something to do with your business. Why would a laptop company give out a wine bag with their logo on it? If the only answer is, "well, my promotional products company only had wine bags, not laptop bags," then you need another promotional products company.

Affordability is another very important thing to look for when choosing a promotional products provider. Purely Promotions has a wide variety of manufacturers, printers and service providers we work with; we are experts at what is called "sourcing" in our industry. We know exactly which partner to approach with the specifications of every order to maximize efficiency and affordability while still maintaining the quality standards you expect. We also offer a variety of shipping options for the smallest orders to the very largest to continue our commitment to savings. Promotional products companies with a very limited selection of sources cannot offer the combination of affordability and quality that we can.

Beyond Pens and T-Shirts: The Future of Promotional Products

Purely Promotions is a forward-looking promotional products company. We are constantly looking to the future of our industry. We believe in innovation, not the status quo. We offer a range of promotional products that many customers didn't even know they wanted! The future of the promotional products industry is not pens and calendars. Companies looking to stay ahead of the curve should offer unique, totally different promotional products that customers will remember. Executive style leather compendiums, custom made USB drives in a variety of exciting shapes, wearable wristband flash drives, insulated wine carriers, computer mice with your logo and more will make your customers say "wow." The future of promotional products lies in giving your customers something different and unique that they will actually use.

The future of promotional items in Australia is not just about offering something different for customers to remember. It is also about promoting a healthier environment. Purely Promotions has a range of eco-friendly products designed to minimize environmental impact and show clients your environmental focus. Carbon-footprint-lowering promotional products like BPA-free and stainless steel drinking containers, promotional bags made from recycled materials, items made from wood instead of plastic and more are all available. Branded candy is another environmentally-friendly trend – customers will eat your promotional items instead of throwing them away!

The promotional products industry has come a long way from its first day, commemorating the election of America's first president. Promotional products companies saw a boom in the mid-to-late 20th century, spreading into a global business all the way here to Australia. The purpose of promotional products is to maintain a presence in customers' homes, businesses and minds much longer than allowed by standard advertising. Choosing an Australian company like Purely Promotions to accommodate your promotional item needs means your company will have a partner that knows the Australian business atmosphere, understand every business' needs and has a multitude of sources the world over to provide the highest quality promotional products and the most competitive prices. Ask for samples or arrange a mock-up today to truly see the difference that Purely Promotions, a thoroughly Australian company, can make.



Copyright © 2011 Purely Promotions Australia Simply Email us to reproduce this content

