

# Creative Expressions of Tampa Bay, Inc.



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**Toll Free 888-249-0420**

*Extraordinary Gifts for  
Extraordinary People*

The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation. Premiums will improve customer loyalty, employee morale and productivity.

*Winter/Spring 2007*

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# Promotional Times™

*Information and Ideas for Improving Sales, Image and Profits*

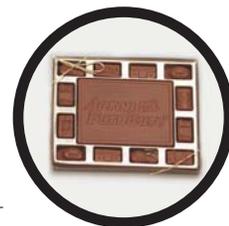


## Low Cost Marketing

**W**ant to expand your customer base without blowing your entire advertising budget?

Effective marketing ideas don't have to cost a fortune. There are many creative ways to achieve maximum results with a small investment of your time and money. Here are just a few ideas:

- 1. Use broadcast email.** You can connect with hundreds or thousands of prospects for less than the cost of a cup of coffee. Use Outlook or contact management software to send an electronic newsletter, company info or specials. For maximum impact, be consistent – send your electronic mail on a monthly or quarterly basis.
- 2. Ask for referrals.** Send customers a letter thanking them for their business and ask if they know of others that may have an interest in your products or services. Be sure to include a gift such as a calendar, chocolates, or even a handy calculator as token of your appreciation.
- 3. Start your own network.** Invite clients to a get-acquainted session at your office or a restaurant. Begin by making a few remarks about your company, and then hand out nice writing pads and pens imprinted with your company information. Lastly, let guests introduce themselves and their businesses.
- 4. Remind existing clients of all your capabilities.** Many customers will pigeonhole your business, so let them know you offer a full range of products and services (including consultation, design, inspection, etc).
- 5. Brainstorm a list of your business benefits.** Print your list on promotional items such as mouse pads, stress balls, refrigerator magnets, and mail to potential customers.
- 6. Don't give up.** Marketing experts estimate that 80% of sales occur on or after the fifth contact, so don't be shy about making another round of phone calls or sending follow-up mailings that include a memorable promotional product.



## How many times a day do you look at your clock?

Promotional products are the least expensive form of advertising in terms of cost per exposure. For example, the average person looks at their desk or wall clock 8 times a day or 2,000 times per year. This makes the cost per exposure for a \$10 clock only a half a penny! Make sure the item you select has the best possible visibility.

Confused? Don't be – we can answer your questions and offer suggestions to make your next promotion a hit!





# THIS JUST OUT

We search the world over and over finding the newest and coolest products!

▶ **Winning Combo.** Your company's logo teamed with Nike? Watch your brand awareness swoosh skyward with gifts like this Nike duffle bag.



◀ **Logo in Lights.** With the touch of a button, recipients can project your logo from the top of a pen onto any surface.

▶ **Great Comeback.** Perfect for tradeshows, special events and staff promotions, these indoor boomerangs are safe and easy to use - and really come back!



◀ **De-Lovely De-Icer.** Warm customer relations with the handy Ice Card, a credit card-sized windshield ice and frost scraper.



▶ **I (Write) Robot.** People are most likely to have a logo'd pen with them than any other promotional item. This one has exciting robot action for businesses on the move!



◀ **Winning Opener.** Useful, new and irresistibly cool, horse-shaped bottle/can openers on a keychain score a promotional trifecta.



## Seasonal Favorites

One of the keys to a successful promotion is finding products that are appreciated. Select seasonal favorites to ensure recipients use your item again and again, whether it's for a corporate gift, employee recognition, fund-raiser, or referral program.



◀ **Fleece-Lined Blanket.** This new, water resistant warm fleece blanket is a picnic and tailgater's necessity!

▶ **Football Can Holder.** Great for when you're on-the-go at a game or show; available in baseball, soccer, tennis and golf ball themes, too.



◀ **Fleece Earband.** Employees will keep warm and prominently display your embroidered logo with this handsome accessory.



▶ **Insulated Thermos.** The stylish, removable vinyl sleeve is embossed or silk-screened with your company's message. Lid doubles as mug.



◀ **Pocket Warmer.** Star-shaped pocket warmer heats up at the touch of a button; recharge by boiling.



## Lagniappe

### (a little something extra) Quotable Quotes

*"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."*  
— Lou Holtz

*"7 days without pizza makes one weak."*  
— Seen on a restaurant sign

*"If you don't see what you're looking for, you've come to the right place."*  
— Sign on an optometrist's office

*"No matter what other nations may say about the United States, immigration is still the sincerest form of flattery."*  
— Unknown



## Star Recognition

Non-cash rewards are economical and remembered longer, according to numerous studies. In fact, 30% of cash bonuses go toward bills. On the other hand, incentive winners display their awards for years – even decades – speaking to recipients on an emotional level and serving as an example to others. Every business should craft a recognition program exclusively for their situation – to motivate or reward employees as well as customers.

**Choose rewards that “wow.”** Select from cost-effective crystal sculptures for exemplary employees to imprinted leather jackets for salespeople exceeding quota! Remember, the more meaningful the reward, the more effective the program.



## Success Story

### Looking a Gift Horse in the Eye

Larry, a local optometrist had a tough decision to make. His advertisement in the newspaper contained a misprint: \$1.19 eye exam specials instead of the actual price of \$119. He honored the mistake, bit the bullet, and saw a record number of patients who showed up to take advantage of the offer. As each patient left – amazed by this great deal, he gave them an eyeglass-cleaning cloth imprinted with his office contact information.



One year later, his roster of paying customers doubled – with many saying his handy gift made it easy to contact the office for future appointments. When publicity opportunity knocks – even on unlikely doors, be ready with long-lasting promotional products to seal the deal.



## Promotional Tips

### Women Power

Women drive some 75% of all buying decisions, yet are often overlooked in most marketing campaigns. Companies like Home Depot, Kodak and McDonald’s recently refined their marketing to achieve breakthrough results. You too can vastly improve results and build credibility with women by reaching out to them.

To better communicate with women decision-makers, **demonstrate how you’ll make their life easier**, listen more and tell less, avoid giving advice, and keep in touch. After a meeting, consider leave-behinds such as a travel kit or an attractive business card holder.

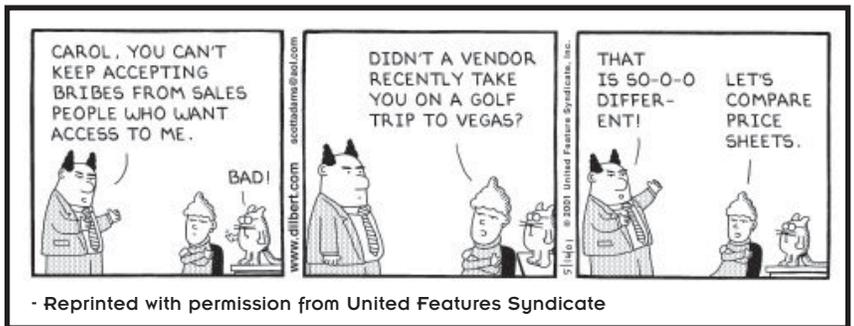
Looking for gift ideas for women? Try mirrored lipstick holders or pepper-spray pens embossed with your company name and contact info. If you’re considering apparel, we can help you select the latest styles.



### Total Recall

You already know promotional products are memorable – or you wouldn’t be reading this newsletter. Did you know:

- More than half of the people who receive promotional items say they have a much more favorable opinion of the advertiser.
- About 30% say they keep the products for a long time – over one year!
- The main reason people keep promotional products is because they are useful. More than 73% of recipients say they use the items at least once a week!



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## The Riddler

YOUR CHANCE TO WIN A FREE GIFT

**Q: What is it that, after you take away the whole, some still remains?**

Note: The first five people to correctly answer the riddle will win a free gift. Email, call or fax your answer (see form on back).



# Something to Think About

1. If you tell the truth, you don't have to remember anything.
2. There are two theories to arguing with women. Neither one works.
3. Experience is something you don't get until just after you need it.
4. Never miss a good chance to shut up.
5. The quickest way to double your money is to fold it in half and put it back in your pocket.
6. Duct tape is like the Force. It has a light side and a dark side, and it holds the universe together.



# Dear Addy,

## ANSWERS TO YOUR PROMOTIONAL QUESTIONS

**Q:** We want to start using promotional products in our company. What area do you suggest we try?

**A:** According to a study by the Promotional Product Association, the top program category is business gifts, followed by tradeshow, and brand awareness programs. The other top areas are: employee and public relations; dealer-distributor programs; and new customer acquisition. Whatever you decide, it's best to involve a professional.



**Q:** What should I consider when selecting a promotional item?

**A:** There are several factors. Does the product itself relate to your business? For example, a car dealer should give out key chains, travel mugs, and sunglasses. An Internet firm could use mouse pads, screen cleaners, or desk caddys. Another important factor is the imprint – what should you include (logo, tag line, address, phone, fax, web, etc)?



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*This Newsletter Provides Information and Ideas for Improving Sales, Image and Profits.*  
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 Tradeshow Giveaways    Business Gifts  
 Incentives/Awards    New Products

I need:  literature  pricing  samples of these products: \_\_\_\_\_

Contact \_\_\_\_\_

Company \_\_\_\_\_

Address (if different from addressee) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax/Email \_\_\_\_\_

Riddle Answer \_\_\_\_\_

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*Expressions*  
of Tampa Bay, Inc.

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