

Maximum Impact

Information and Ideas for Improving Sales, Image, and Profits

The Holiday Season is now upon us, and the New Year just around the corner.

Coast Advertising Specialties would like to extend our warmest wishes to you and your family over this holiday season, and to wish you every success in the New Year!

The Holidays: Giving Promotional Gifts that Give Back to You

Your customers have brought their business to you for the past 12 months. They are truly your bread and butter and without them, you wouldn't be in business. So, how do you show your faithful customers that you appreciate them every single day of the year?

Show your gratitude during the season of giving with something you give back to those who have made you successful all year. Give them a promotional item that perfectly details your message, your logo, and corporate image, while demonstrating how much your customers mean to you.

The Statistics

Think that promotional items are a waste of money? Think again. Your customers are more likely to remember your corporate brand name if you give them a pen, mug, or tote bag than if you ran an advertisement in your newspaper. It's the truth!

A recent survey by L.J. Market Research for Promotional Products Association International uncovered some amazing data: 76.1 percent of the people interviewed could remember the name of the advertiser who had given them a promotional item in the past year, but only 53.5 percent said that they could remember an advertiser's name from a newspaper ad within the past week.

It's simple proof that promotional items get you noticed!

Think Fun & Entertainment

You have decided to go for a promotional product to give your customers during the holidays, but you are at a loss. What should you give? Most people are planning to relax, socialize, and enjoy time with loved ones and friends over the holidays. You may want to choose something cozy like an embroidered velura blanket, an engraved wine opener, or crystal glasses with your logo etched in them.

Your customers may be entertaining guests and celebrating the spirit of the season. Send a scented holiday candle imprinted with your logo and with a fragrance like holly and ivy or apple cinnamon that is sure to evoke true season's greetings when it glows on a holiday table. Or for those that you know will be enjoying Christmas, a beautifully etched jade crystal ornament is surely a gift that will be treasured for many years – as it catches the glow of the lights on your customers' Christmas trees.

Treat Your Customers

Nothing is sweeter than a gift that comes from the heart... and is enjoyed by the stomach. Treat those customers who

have been so good to you all year long by delivering to them sweet treats that will surely tempt the palate and delight the senses. Consider gift boxes of nuts, chocolate truffles, or white chocolate mousse cookies. Whichever you choose, you can have your logo imprinted on the many different types of packaging of your delights.

Got some customers who love their java? Then, give a mug perfect for the holidays with snowflakes, your company name, and a special greeting – Happy Holidays or Season's Greetings – imprinted for a cheerful way to start a morning or unwind after a day filled with celebrating.

Don't Forget

You've chosen the perfect promotional item to give to your customers, but you aren't through yet. Put the finishing touches on perfection by adding some tissue paper and a logo-imprinted bag with your choice of design – think snowman, snowflakes, or even jolly Santa Claus himself.

And when you are handing a promotional gift to your customers as a means of thanking them for the business that has been given to you these past 12 months, remember that this item will be bringing you even more opportunities in the new year. Your customers won't forget.

Dear Max



Q. Being in the Insurance industry, business is very competitive. How do you recommend we stay ahead of our competition?

A. Success in the highly competitive Insurance industry depends a great deal on keeping your name in front of potential customers. Promotional items are a sure way to attract and keep your customers attention in a way that promotes your company long after the presentation has ended. Think, attractive, unique, and economical! Promotional calendars and magnetic business cards are an effective way to keep your company name and message in plain view. Your goal should be to leave a long-lasting impression.

*Ask Max a question, and receive a free gift, go to: www.coastadvertising.com/dearmax.cfm

Product Spotlight

1 Day SURE SHIP your Order !



YES !

You still have time to order and personalize your staff or customer appreciation gifts for Christmas. Call us today to ask about our

1 Day Sure Ship Items !

Thank - You Gift



Promotional Objective: **Customer Appreciation**

A neighborhood restaurant, whose business consisted of a significant amount of customers from area businesses during lunchtime, wanted to use a giveaway item to show its customers that the restaurant recognized who kept them in business. Since the gift was targeted to business customers, a gift that could be used in the office was appropriate. To convey their thanks, the restaurant distributed uniquely-designed memo pads which were cut in such a way that its logo could be seen, in full, right through to the last piece of paper

Check out our web-site for some other great Appreciation/Thank You gift ideas.

Visit us at our showroom: 266-2950 Douglas Street, Victoria BC V8T 4N4

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