

Maximum Impact

Information and Ideas for Improving Sales, Image, and Profits

Using Tradeshow Promotions Effectively

Is it necessary to offer promotional items at my trade show booth?

Part of the excitement in going to a trade show is coming home with interesting giveaways. Since being at a trade show means being close to your prospective customers, it's important that you offer unique gifts they will remember you by.

Aside from giving the trade show go-ers the gift they've come to expect, promotional items can work some other wonders for you as well

***Drive traffic to your booth.** You can draw a huge crowd in front of your booth (as well as connect with lots of prospects) just by having an interesting gift. Everyone will want to know what's going on and who you are. While they wait in line, you'll have the perfect opportunity to explain your services and collect leads to follow-up on after the show. When people are in other locations of the convention center and see your name on a bag or a cool item, they'll seek you out.

***Leave behind a good feeling about your company.** While any gift is appreciated, a special one

can create a connection between what you do and your prospect's needs.

What are the best items to give out?

Be creative! Try to pick a gift that will not only incite your prospects' curiosity but also tie in with your business. For example, a beauty website or fashion magazine might give our a lip-gloss or a compact. An investment bank might think about a translucent calculator.

Pens, while they may seem like a naturally inexpensive choice, are an effective way to establish your brand. Experts say that pens have a high "pass-along" value and can actually promote your company up to 8 times longer than any other giveaway. Once given to a prospect, the pen will be used at work, could be lent to a colleague, or left behind in an office. As a result, your company name will travel and inspire brand recognition.

How much should I spend on promotional items for the show?

This is largely dependant on your budget. Your best bet is to spend between \$1 and \$5 per person.

Also, note that it is acceptable to buy two different sets of giveaways to distinguish between good leads and serious prospects:

If someone approaches you with an interest in learning about your business, consider them a good lead. The best you can do to make an impression (aside from a winning sales pitch) is to give them a little something to remember your name. By spending between \$1 and \$5 per person, you can find products with enough flare to draw a crowd without breaking the bank. There are a number of unique items which, when used in combination, can make an influential giveaway package.

A serious lead is someone who not only has established a need for the resources you offer but also is able to influence purchase decisions. For these prospects, you may want to spend between \$7 and \$10 per person on incentives. Offer the gift with some discretion and point out that these are not for everyone, just special people you look forward to working with. By letting them know that you highly value their prospective business, the \$10 you spend will surely pay you back.

Dear Max



Q. We are finding that we are handing out our business cards over and over again to the same customers and clients. They are always misplaced and then they don't have our contact information at hand. Do you have a suggestion for us?

A. Magnets stick around! They stick on appliances in the home or file cabinets in the office. Your advertising message will stick around for years. Your customers and prospects will not have to turn to the yellow pages and you don't risk losing business to your competitors.

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

Product Spotlight

Spring Showers



**Waterproof & Breathability
Performance you can Trust!**



Call us today for your performance wear & imprinted umbrella's!

You can COWnt on me!



Promotional Objective: Self Promotion

PERK UP YOUR PROMOTIONS!

The objective was to secure referrals, cement business relationships and obtain suggestions on improving business from current clients. The campaign began with a cover letter with the "scoop" on the promotion and a stuffed cow with a scarf promoting the theme slogan, "You can COWnt on me." Enclosed were two surveys. The first asked the recipient questions about service and products and was to be returned anonymously in a postage-paid envelope. The second survey, given with another postage-paid envelope, asked the recipient to share more information about their business. As a thank-you, each recipient received a generalized summary of the information gathered from the surveys along with some "Perk Up Your Promotions" coffee which was inside a coffee mug imprinted with "Thank You" and the firm's contact information. Within 90 days of the promotion, 72% of the anonymous surveys were returned, 63% of the signed surveys were returned, 37 referrals were received, 13 new accounts were generated with an increase of \$23,100 dollar volume. Even those who did not respond with a signed survey were reported to be keeping the cows in their office.

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