

Maximum Impact

Information and Ideas for Improving Sales, Image, and Profits

The Power of Persistence

Whether you're striving for safety or sales goals, employee or brand loyalty, continuity programs designed by your promotions professional can help you put the pieces together.

It doesn't take a marketing expert to know that the more times someone is exposed to a marketing message, the more likely they are to notice it. Take, for example, Absolut Vodka ads that incorporate the familiar-shaped bottle into different settings, or milk ads that picture different famous people sporting a milk moustache. Thanks to the consistency in the companies' marketing efforts over a number of years, most people will instantly recognize the ads and the brands they represent.

You don't have to be a major player to make the same concepts work for your company. Businesses of all sizes and persuasions can benefit from the power of continuity. Whether you're striving for safety or sales goals, employee or brand loyalty, continuity programs designed by your promotions professional can help your company achieve its goals.

Stunning Simplicity

One of the most common types of continuity programs is one that shows client or employee appreciation by sending out related gifts at certain intervals of time.

The continual reminders of your company's name and goodwill creates a positive impression with recipients.

For example, a company trying to get the attention of corporate decision-makers might send a series of desktop gifts, like pens/pencils and holders, business card holders, letter openers, etc. Others might send a holiday ornament or other gift for the winter holiday season. "The number one task in a continuity program is client retention and brand reinforcement, Developing an effective theme and selecting products that complement that theme are very important to making your program a success. And that's where your promotional consultant comes in.

The most effective programs are those that don't replicate items or products in a row. One month [the product] might be a gardening kit; the next month it might be aromatherapy; the third month it might be origami.

Carefully planned continuity programs can be used to influence all sorts of behaviors. Applying the concept to the workplace, companies can encourage employees to work at a high level and make their businesses more successful.

Step Up For Safety

A successful program that focuses on safety can be invaluable to a company. "Lost-time injuries are extremely important, not only from the standpoint of the cost factor, but certainly from the standpoint of the government regulatory agencies that oversee safety issues. It can become a major, major problem for companies,.

Encourage Excellence

Continuity programs can also be used to encourage other positive workplace practices. Much in the same way they are used to remind workers of safety issues, they can also be used to inspire more sales, improve customer service or even encourage better teamwork.



Dear Max

Q. I am interested in using Promotional Products to grow my business. How do I get started?

A. Coast Advertising offers a free consultation to determine the best on-target marketing solutions that will produce results for you. Tell us about your toughest business challenge, we will design a program that will address your objectives and provide you with a real return on your investment.

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

Product Spotlight

BRIGHT IDEAS



In several stylish sunglass collections, memory metal styles to lightweight nylon frames, Maui Jim has a style that's right for you.



Sundog Eyewear Promotional products provide the perfect corporate gifts for meetings, events, golf tournaments or promotion of your brand.

The Missing Pieces



Objective: Develop Booth Traffic

Solution:

A GPS manufacturer attends trade shows in the boating, aviation and sporting goods markets throughout the year. Prior to each show, they mail registered attendees a flat puzzle with one piece removed, imprinted on the top frame with the message "For the Missing Piece to your GPS Puzzle, visit us at Booth ____." The missing pieces are passed out at the booth. Each of the six parts of the puzzle promotes features and benefits of several GPS models. The promotion is so successful it has been used repeatedly for several years.

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

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