

Maximum Impact

Information and Ideas for Improving Sales, Image, and Profits

Feeling the Love All Year

We all know how important your customers are to your business. A little customer appreciation can go a long way. Instead of showing your appreciation only during the holiday season, stand out from the crowd and be different... Send them a gift when they least expect it. Want to show your customers how much they mean to you? Don't just demonstrate your appreciation for your customers during the holiday season. Oh, sure, it may seem like the perfect time with all of the gift giving, tree trimming, and singing of songs about being grateful and happy. But aren't you just as grateful for your customers' business around Victoria Day, the first day of daylight savings time, and on the final day in April?

Of course you are! That's why you can give a promotional item to your customers thanking them for their business any day of the year. Whether it's Halloween, Thanksgiving, Hanukkah, or a day in the middle of the month, you can offer customers that sentiment that says, "I'm grateful for your business" or "Thank you so much for using our services." You can even shower them with thanks during rainy spring days – think umbrellas!

Warm 'Em Up

As the temperatures dip during the late fall months, send your customers a great promo item that will keep them warm. Whether it's a snazzy travel mug to tote around their coffee, a long-sleeved t-shirt to wear during those chilly days, or a warm-up jacket to keep them cozy, you've got something great that will be enjoyed. But the best part is your logo is prominently displayed on the item – be it clothing or a mug.

The next time your customer is sipping his mocha latte or grabbing her comfy lounging blanket, he or she will be silently thanking you.

Feel the Love

We all like to feel special. We all like freebies. You know you enjoy those free samples that are offered at your favorite grocery store or wholesale club. Let your customers feel the love, too.

Provide a promotional item that you know they can enjoy – a great pen, a box of candy, a day planner. Your customers will especially appreciate receiving a special gift on an ordinary day – say, in the middle of September. It's great to offer your thanks for a great year of business in November or December, as the year comes to an end. But it's wonderful to let your customers know how much their business means to you on any given day of the year.

Appropriate Gifts for the Moment

Need a reason to give your customers a gift? It's the first day of summer and you want to keep your company's name and services in front of your customers even during those long, lazy vacation days. Have your logo or company name added to beach umbrellas, first aid kits, towels, hats, and outdoor novelties like baseballs. It's a great way to not only have your name "travel" along with your customers, but also to enable other people to spot your logo on the sand and near the surf.

Another unique thing to do is choose an item or items that fit with your business services.

Own a nail salon? Give your customers tiny manicure sets with your logo on them so that your message stays with them every day. When they need another nail service, they'll remember to call you and will have your number literally at their fingertips since it's right there on the manicure case. If you are in the travel industry, no client should head off to Cancun or some other destination without luggage tags or a travel bag that is emblazoned with your name and logo.

Just for Fun

Who doesn't love a smidgeon of chocolate on a busy work afternoon? A box of fudge or assorted chocolates offers a feeling of elegance and can be shared by numerous people within an office, rather than just a single person. If your clients are big sports fans, send items like stadium bench cushions, golf balls, folding chairs, or binoculars. You can be sure that all of these products will be used on any day of the year, whether your customers are heading out to cheer on their favorite pro team or spending a day with the family down at the beach.

So, it doesn't matter what day of the year you give your clients a promotional item. You can give them something around the holidays in December as a way of showing your thanks, but make sure to remember them at other moments during the year. Your generosity will be much appreciated and don't be surprised if your customers continue to repeat their business with you in the months and years to come.



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Dear Max



Q. I have an on site computer consulting and repair company. I am interested in promoting my business to other businesses and want an economical promotional item that I can leave with prospects and existing customers that is useful and will keep my message around long enough to create top of mind awareness.

A. 3M post it notes are only one item that would fit your criteria. They are extremely useful and a pad of 50 sheets gives you very good residual marketing value, far more than a single business card or brochure.

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Product Spotlight

Celebrate the Season with delicious food gifts



Mug Drops

A ceramic mug that holds a decorative bag of delicious treats of your choice.

We can offer gift tastes for everyone with beautiful towers, flowering teas, nostalgic gifts and more! Continue the tradition with a gift that will rekindle warm feelings among customers and employees with a delicious food gift. Call today to see our full line of holidays gifts.



Gift Packaging

With your choice of delicious treats inside.



Winter Comfort Gift

Baskets bring the warmth into winter, complimented with a personalized ribbon.



Chocolate Truffles or English Butter Toffee inside your choice of an attractive keepsake tin personalized with your logo.



Nomi Tea Chest

A beautifully handcrafted bamboo chest with an assortment of full leaf organic teas.

Reward ... and Retain!

Even though the economy is strong, savvy companies know that now, more than ever, it's important to show appreciation for their employees' hard work and contributions. If you don't already have one, now the time to create an end-of-year awards program for your staff.

A business lab has conducted many employees satisfaction studies, and says it has never encountered a firm with low employee recognition scores and high employee satisfaction scores. In other words, if you don't have recognition, you don't have satisfaction.

A manager of a software company learned that exact statistic within her staff. A few years ago, a competitor opened an office nearby. The competitor made no effort to hide the fact that he was going directly after her employees to staff the new facility. Several employees chose to leave, and when questioned as to why, surprisingly the response wasn't because of money. The majority said they simply didn't feel appreciated for their years of hard work.

The manager took that message to heart, and has since initiated a quarterly and annual employee appreciation program. The company distributes awards and gifts to recognize staff anniversaries, applaud successful new accounts, and reward initiative or successful ideas. As a result, the competitor has had to go elsewhere to find its new employees!

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