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## Why promotional products work - by Carlton Cooper

May 19, 2023 - Front Section



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Promotional products, also known as advertising specialties, are an effective marketing tool because they generate goodwill, increase brand recognition, and create a lasting impression on customers. Promotional merchandise is any item branded with a logo or message that is gifted to promote a brand, product, service, or message.

There are several reasons why promotional products work, here are a few highlights:

**Tangibility:** Promo products are physical items that recipients can touch, feel, and use. This

tangibility makes them memorable and creates a lasting impression on customers by encouraging engagement and an emotional response.

**Brand recognition:** Promotional products typically always carry a business logo or branding. When customers use or wear the product around others that product immediately transforms into a billboard for that brand. This increases brand visibility and will help people remember and identify your brand more easily. An original product that is completely customized is always a great option when really trying to differentiate yourself from your competitors or make your employees feel extra special.

**Cost-effective:** Promotional products can be cost-effective, and budget friendly compared to other marketing strategies, especially when purchased in bulk. Many selections also have a longer lifespan compared to alternative forms of advertising, such as TV, print or radio.

**Customer loyalty:** Promotional products can be used as incentives to encourage customer loyalty and reward repeat business and referrals. This is especially effective when the product selected is truly useful to the demographic receiving it and it always helps when it is a well-known retail brand.

**Versatility:** Promotional merchandise comes in a wide range of product categories and can be used in a variety of ways to achieve different marketing goals and can be customized to fit the specific needs of a business or campaign. Some of the most popular ways to use swag: trade show giveaways, new employee on-boarding or recognition, customer appreciation, sales incentives, direct mail campaigns and fundraising.

Overall, a carefully planned gifting and recognition strategy helps create a positive association between customers and a company's brand. Contact Carlton Cooper at PromoCentric today to discuss how we can elevate your brand voice.

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