



## **Choose the Right Promotional Products and Increase Sales – 5 Steps to Success**

by Michael Lara

Did you know that in a recent study by the Promotional Products Association International, 76.1% of the people who received promotional products in the past 12 months recalled the advertiser's name on the product? In addition, 52% of the respondents did business with the advertiser after receiving the product.

By using promotional products to entice potential customers, advertisers and sponsors, you can significantly increase business sales and growth. But for the best results, you need to follow some simple guidelines. To find the perfect promotional items for your small business, follow these five, key steps:

### **1. Choose your marketing message.**

Before ordering any promotional items, it is necessary to figure out the message you want to convey. Rather than jumping at the first fun product you come across, take the time to review all of your options. Ask yourself some important questions:

- What do you want people to think of when they look at your product?
- How will the product be used?
- It is pertinent to your target audience?
- Why are we giving these products out?
- What kind of results do we expect to see from distributing these items?

Envision the right image for your promotional products campaign before you start looking at samples. After all, potential customers will view this item as an extension of your company's image, products and services.

### **2. Conduct research.**

Look online, make calls and review information from several product providers. Get referrals from business associates and friends. Check with the Promotional Products Association International, Better Business Bureau, Chamber of Commerce, and other local organizations to ensure you'll be working with a reputable company.

Many promotional companies offer "good deals." But before you sign a contract, conduct your due diligence so you'll be getting the items you want on time and within your budget.

### **3. Demand service.**

Promotional products make up an \$18 billion industry so there is a lot of competition for your business. It is well worth the time and effort to find the appropriate company that will fit your specific needs. Don't settle for anything less than a promotional products provider who delivers high-quality products and services, meets deadlines, and caters to your individual needs.

#### **4. Be creative.**

Although you may be inclined to choose top, promotional sellers such as t-shirts, hats, pens, calendars, or other office equipment, there are many other options. With today's technology, you can create your own products and have your logo and unique information added to them cost-effectively.

#### **5. Review responses.**

After you distribute a promotional product, check to see if it has an impact on website traffic, customer inquiries or actual sales. Ask members of your targeted audience what they think of the products and make changes if necessary. Studies have shown that small businesses can significantly increase sales with the right promotional products. Follow these simple steps, and your small business can take advantage of this proven marketing tool to successfully increase customer traffic and sales. For more information and high-quality, creative promotional products, please visit [www.myBRANDANGO.com](http://www.myBRANDANGO.com) or talk to an experienced, customer service representative at (888)874-0999.

Michael A. Lara, Brandango Inc. President

A native of Newark, New Jersey, Michael Lara, 40, is an expert in business finance with a unique, military-leadership background. After graduating from Bloomfield High School, Michael joined the United States Army. While there, he earned numerous awards and honors. Michael also founded the first chapter for the Fraternal Order of Police in Europe and worked in civilian law enforcement as a Deputy Sheriff and Police Officer.

Later, Michael finished school earning a Bachelor's in Executive Management and an MBA from Florida International. He then transitioned into a career as a financial advisor on Wall Street. After working in finance for seven years, Michael realized that he wanted to structure a business that focused on helping others rather than the money factor. Brandango Inc. was formed in 2007. As the President, Michael uses his specific training and experience to help business customers get the right promotional product they need quickly and cost-effectively.