

# PROMOTIONAL PRODUCTS

A tote bag that costs \$2 will have a cost per impression of 1/10 of a cent! <sup>1</sup>



Add a QR code to lead recipients to online content such as websites, landing pages, videos, or social media profiles.



37% of consumers who receive a T-shirt are more likely to do business with the advertiser who gave it to them! <sup>1</sup>



Writing Instruments generate 2,436 impressions over their lifetime! <sup>1</sup>



63% of consumers keep and use promo drinkware for 1 year or longer! <sup>1</sup>

## BUILD LOYALTY AND APPRECIATION WITH PROMOTIONAL PRODUCTS!

Personalized promotional products are a powerful strategy for businesses to enhance their marketing efforts and build stronger relationships with customers, clients, and partners. They offer a tangible and memorable way to engage with your target audience.

When recipients use or interact with these items in their daily lives, they're reminded of your brand and message. This repeated exposure increases brand recall and helps your business stay top-of-mind.

Personalized promotional products aren't just for customers. They can also be used to motivate employees, recognize their achievements, and foster a sense of belonging within the company.

## MAKE A LASTING IMPRESSION:

- Apparel
- Bags & Totes
- Calendars & Planners
- Drinkware
- Gift Sets
- Key Chains
- Napkins
- Office Accessories
- Outdoor & Sports
- Calendars & Planners
- Technology
- Tradeshow
- Writing Instruments

<sup>1</sup> 2023 Ad Impressions Study

### YOU MIGHT ALSO NEED:



#### FOLDERS

Folders are the ultimate brand enhancer, for a professional, organized appearance.



#### LETTERHEAD

Custom printed Letterhead unifies your printed communication and strengthens your brand.



#### YARD SIGNS

Turn lawns into front page ads with Yard Signs that promote your brand's messaging.