

10 REASONS TO INCLUDE PROMOTIONAL MERCHANDISE INTO YOUR MARKETING STRATEGY

BEYOND INK



Elevate your brand with the power of promotional marketing

Using marketing merchandise has always been a good way of promoting a business, however, in recent years, the digital age has taken over. Most people are either doubtful of how effective marketing merchandise can be or rely on other, perceived as more modern marketing tools. We believe promotional merchandise affords marketers plenty of benefits. In fact, here are ten reasons why everyone should consider it!



CASA del MAR
Custom Apparel and Promotional Products

A BR COMPANY



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IT'S ECONOMICAL



1

It's a low-cost form of marketing

One of the best things about marketing merchandise is that it's far less expensive than some other promotional methods. Other types of advertising, such as TV ads, will stay in circulation for only a limited time. Branded merchandise is more economical, sticks around longer, and gives your brand more coverage at a reasonable price.

IT CREATES CONNECTIONS



2

It shows goodwill towards your audience

Another great thing about marketing merchandise is its use for corporate giveaways. These giveaways not only help your brand keep up with the times and stay relevant, they also remind your customers that you're there for them and that you care. Moreover, the merchandise invites them to come back with more orders, should they need your services again.

Imagine, for example, you're selling iced beverages in the summer. Gift people printed reusable straws and you've got yourself relatively inexpensive brand exposure. The straws help your brand stay top-of-mind for the season.





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IT'S ENDURING

3

It has a longer lifespan than other traditional marketing methods

The incredible thing about promotional products is that they continue generating brand exposure for a very long time. How? It's pretty simple. There are a variety of promotional products — clothing, water bottles, key rings, etc. All these products easily end up on someone's body, in someone's bag or hands. As such, they most likely will be used on a daily basis, always reminding everyone that see it of your brand, which means that you continue to benefit from frequent and consistent brand exposure



IT'S USEFUL

4

It shows that you care about your audience

Promotional items are free to the recipient, meaning you provide your target audience with useful products they don't have to pay for. Thus, they are happy. The relationship you share with your audience only grows, as you've demonstrated your appreciation.





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IT TURNS HEADS



5

It helps you become an industry leader

Promotional products allow you to be as innovative as you desire. What's more, by giving your customers practical or entertaining products, you show off a side of your company that's rather appealing to everyone—the creative side.

6

It impresses event, conference, and trade show visitors



IT'S APPRECIATED

Hosting a booth at trade shows or sponsoring an event is a great way to self-promote. But add some promotional products into the mix, and you'll find yourselves surrounded by potential customers. After all, nothing makes a business stand out more than valued branded gifts.





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IT BUILDS LOYALTY

7

It helps you develop company loyalty

Promotional products, especially those that come in the form of apparel with imprinted logos, helps boost brand awareness and employee loyalty. Even better, they inspire your customers and employees to keep coming back to your brand. Yes—promotional merchandise can build a base of loyal customers and employees.



EVERYONE LOVES IT

8

It appeals to everyone

Since promotional products come in all shapes and sizes, they have a variety of functions from which you can choose. No matter if your audience is young or old, there is a gadget, wearable or promotional gift that will appeal to them. Promotional products attract everyone's attention, which means you easily reach a wider demographic.





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IT SHOWS SPIRIT

9

It demonstrates your business is fun

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IT CAPTURES YOUR BRAND

10

It reinforces what you stand for

A brand's tone determines which promotional products you pick. Why? Because marketing merchandise easily strengthens your brand message. Once someone is gifted a promotional product, they immediately know what you're are trying to convey and what kind of a business you operate. Fun or serious—it doesn't really matter so long as your audience remembers your brand.

Establishing a promotional merchandise marketing program doesn't have to be complicated when working with a trusted supply chain resource who can warehouse, inventory and manage distribution through custom kitting, packaging and logistics.

Contact us. Our talented Promotional Marketing team is ready to build you a solution that delights your audience and rewards you with increased brand awareness and loyalty.



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3910 Sorrento Valley Boulevard
Suite 100. San Diego CA 92121

o: 858.677.1727

w: casadm.com