



Define a specific objective.

Whether the goal is to increase traffic at a tradeshow exhibit or to boost sales with current clients, the first step in any campaign is to clarify the purpose of the program.



Determine a workable distribution plan to a targeted audience.

Distribution of a promotional product is as important as the item itself. Research shows that a carefully executed distribution plan significantly increases the effectiveness of promotional products. For example, a pre-show mailing to a select audience delivers more tradeshow traffic and qualified leads than simply distributing items to passersby at the show.



Create a central theme.

Linking a recognizable logo and color to all aspects of a campaign, from promotional products to sales sheets to product packaging, helps create an instantly recognizable image.



Develop a message to support the theme.

Supporting a campaign's theme with a message helps to solidify a company's name, service or products in the target audience's mind. For instance, to promote its services to small businesses, a bank created the theme "Are you tired of being treated like a small fish?" and sent fish-related products to its prospects along with promotional literature.



Select a promotional product that bears a natural relationship to your profession or communications theme.

A good example is a company that developed a magic motif for its conference at Disney World. Attendees received magic-related products to tie in with the theme "Experience the magic at Disney®."



Don't pick an item based solely on uniqueness, price or perceived value.

Don't fall prey to the latest trends or fads. The most effective promotional products are used in a cohesive, well-planned campaign.



Partner with the experts.

We will help you answer all of these questions as well as offer a variety of value-added services, including unique product ideas, creative distribution solutions and insight on the different imprinting methods just to name a few.

HAVE YOUR BRAND IN THEIR HAND



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