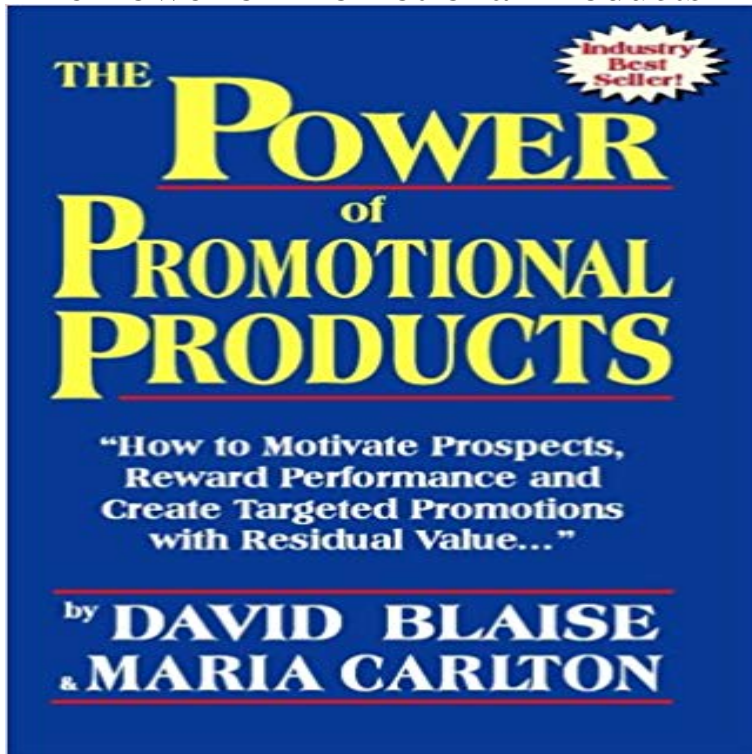


The Power of Promotional Products



All the usual thinking about branding, recognition, good will and motivation is fine. But how about a more aggressive goal for your next promotional campaign? Make All Your Marketing and Advertising More Accountable If youve only ever used promotional products as handouts or giveaways, youre missing the boat. In this insightful book, written by two internationally recognized promotions experts on two continents, youll discover that the true value of promotional products lies in their ability to reach your prospects affordably, create ongoing awareness and literally quantify the performance of every marketing medium you use. Inside this book, youll learn: * The Four Factors of Successful Promotions * How to Reap the Benefits of Residual Marketing * The Big Difference Between Giveaways and Promotions * How to Balance Budgets, Quality and Quantity * The Necessity of Having a Purpose for Your Promotion * How to Choose the Appropriate Product * Secrets of Saving Time, Money & Headaches with Artwork * How to Maximize Trade Show Response * What to Expect from Your Promotional Products Advisor * Basic Dos and Donts of International Gift Exchange * A Quick Guide to Industry Changes & Buzzwords * How to Enhance Your Image with Corporate Apparel * ...and much more

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