



**gephart**  
marketing solutions

The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation. Awards and premiums will improve customer loyalty, employee morale and productivity.

*Fall/Winter 2008*

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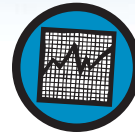
You Know You are Living in 2008  
When...

### ROUTETO:

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 \_\_\_\_\_  
 \_\_\_\_\_

# Promotional Times™

*Information and Ideas for Improving Sales, Image and Profits*



## Building Your Business During a Downturn

When the economy slows, one of the first things many companies cut is their marketing budget. Research has shown, however, that economic downturns provide an excellent opportunity to grow while your competitors cut back. Here are some tips for maximizing your efforts:

■ **Focus on existing customers.** Have your sales team reach out to your customers and ask how your company can help them. Send a letter thanking them for their loyalty and informing them of all the products or services you provide. Include a thank-you gift such as a logo'd calculator, a fun toy to keep on their desk, or delicious cookies imprinted with your message.

■ **Innovate.** Use customer feedback to add a product or service they will value. Can you bundle the products and services customers use most? Offer special services, such as faster order processing times. If you introduce a new item or service, be sure to communicate it to customers. Sticky notes and magnets printed with your logo and a message about the new offering are a great way to spread the word.

■ **Use promotional products.** A study showed that 52% of people who received a promotional product did business with the advertiser, and 55% kept the item for over a year. Promotional products are a very cost-effective way to keep your brand in front of your customers, whether you use pens, desk items or computer accessories like a USB drive. We can provide you with options that are a good fit for your company.

Marketing during a downturn is an excellent way to help stabilize your business now and prime it for growth when the economy improves.





# Safety Matters

Show your employees that you care by outfitting them with the products they need to stay safe at work and home. In addition to improving employee morale, this can help reduce your health-care costs and lost productivity due to employee absenteeism.

Today's safety apparel options offer more comfort and protection than ever before. If you're outfitting employees with reflective vests, experts recommend that you choose those with mesh panels for ventilation, reflective tape for visibility, zipper or velcro closures, and pockets.

High-visibility t-shirts and polo shirts are a great choice for cleanup crews, event volunteers, highway and construction workers, and even kids on field trips. Opt for shirts made from lightweight polyester mesh or moisture-wicking fabric to keep the wearers more comfortable.

Safety is important for office workers, too. A wind-up LED light with a cell phone charger that they can use during power outages makes a thoughtful gift, as does an auto safety kit to help protect them on the road.

While safety is a serious subject, it can also be fun. Hardhat-shaped chocolates provide a sweet reminder of the importance of safety, and reflective stickers and zipper pulls are a fun giveaway for Halloween and night events.

Call us today for some great ways to keep your employees safe!



# Profitable Tradeshow Promotions

It's that time again... time to start planning next year's tradeshows. Promotional products are a tried-and-true traffic generator at shows, and with good reason. We've put together some helpful steps to ensure your tradeshow giveaways stand out in the crowd:

■ **Set your goals for the show first, such as supporting an ad campaign or building product awareness.**

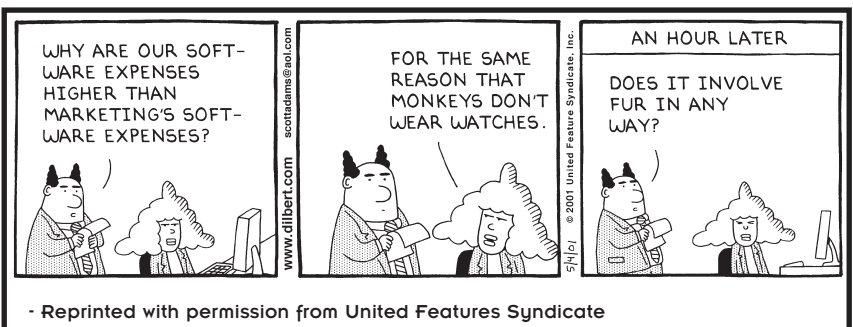
Then select a promotional item and message that supports your goals. One company launching several innovative new products used a "bright ideas" theme with light bulb-shaped stress relievers and solar key-ring lights. Mention the giveaways in your pre-show promotions to help drive booth traffic.

■ **Consider tiered giveaways.** Many companies use lower-cost items for casual booth visitors and save premium items for VIP prospects. A company with a "time-saving" theme for their exhibit gave \$1 stopwatches to casual prospects and \$12 desk clocks to valued customers and highly qualified prospects.

■ **Make sure the item fits your audience.** Consider what your prospects will value and use. A trendy hat, visor or MP3 speakers might be a good option for some attendees, but a nice portfolio or photo coaster set may have more appeal to other prospects.

■ **Choose high-quality products.** If you choose a product that breaks easily or doesn't work, it can convey a poor impression of your company. We can help you choose items with a high perceived value that your prospects will use and appreciate for a long time.

Choosing the perfect tradeshow giveaway is very important, but with the right planning and assistance, it's not hard. Just call us for a consultation today!



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# Watch This

**Watches get worn** — and looked at — every day, making them an excellent thank-you gift, incentive, employee recognition award or brand-builder. Plus, watches are available in a wide range of price points to fit any budget. Here are some unique timepieces:

**Time Traveler** — A dual-time watch makes a great gift for anyone whose business crosses multiple time zones.

**It's a Match** — This classic watch comes in a gift box with a matching business card holder. This set is also available in women's styles.

**Stay Connected** — This handy watch is a walkie-talkie, too! It's perfect for busy parents, outdoor enthusiasts and techies.



# Holiday Gift Guide

Searching for the perfect gift for your employees, clients and prospects? We've put together some ideas to help you get started. Best of all, you can use these ideas year-round!

Food is always popular, whether you send it to the office for sharing or directly to the recipient's home for their entire family to enjoy. The options are almost endless. Nuts, muffins, fruit baskets, brownies, fudge, popcorn tins, gourmet coffee and logo'd barbeque sauces

are always well received. You may want to consider pairing a nice bottle of wine with a wine opener and glasses, or a cheese board with elegant cheeses.

Gift baskets of spa items, golf gear or a poker set also make a thoughtful gift and pamper the recipient with something they might not purchase for themselves.

Calendars and planners are a great way to keep recipients organized while keeping your logo in front of them year-round. There are a wide variety of calendars and planners available to fit your budget and make just the right impression.

Desk and computer accessories have a high perceived value because they are so useful. You could even start a tradition of sending out a different desk accessory every year, such as a desk blotter one year, followed by a mouse pad, pen holder, clock and tape dispenser to create a matching set.



# The Sky's the Limit

Faced with the challenge of rebranding, one company took a non-traditional approach to getting business off the ground. The company created a skydiving team with logo'd gear and parachutes. After each dive, the team handed out logo'd t-shirts and custom trading cards to the crowd. This unusual approach resulted in double-digit sales increases for the company, with a 33% hike last year alone!

While skydiving may not be your cup of tea, we can help you create a unique and attention-grabbing plan for gaining brand awareness. Just call us today!



# The Riddler

## YOUR CHANCE TO WIN A FREE GIFT

**Q: If you were to spell out numbers, how far would you have to go until you would find the letter "A"?**

Note: The first five people to correctly answer the riddle will win a free gift. Email, call or fax your answer (see form on back). Answer to last issue's riddle: Friday is the name of his horse.

## Lagniappe

(a little something extra)

# Quotable Quotes

*"Don't let what you cannot do interfere with what you can do."*

— John Wooden

*"The best time to make friends is before you need them."*

— Ethel Barrymore

*"I do benefits for all religions. I'd hate to blow the hereafter on a technicality."*

— Bob Hope

*"You only have to do a very few things right in your life so long as you don't do too many things wrong."*

— Warren Buffett

*"When you come to a fork in the road, take it."*

— Yogi Berra



## YOU KNOW YOU ARE LIVING IN 2008 WHEN ...

1. You haven't played solitaire with real cards in years.
2. You have a list of 15 phone numbers to reach your family of three.
3. You e-mail the person who works at the desk next to you.
4. Your reason for not staying in touch with friends and family is that they don't have e-mail addresses.
5. You pull up in your own driveway and use your cell phone to see if anyone is home to help you carry in the groceries.
6. You get up in the morning and go on line before getting your coffee.



# Dear Addy,

## ANSWERS TO YOUR PROMOTIONAL QUESTIONS

**Q:** We're looking for a great end-of-year gift to thank our loyal retail customers. Can you help?

**A:** With the current focus on the environmental impact of plastic bags, how about packing your customers' purchases in reusable logo'd tote bags instead? Not only will your customers use them when they shop at your store, they will carry them all over town — meaning great brand exposure for you. Make the gift even more unique with a gripper to protect their hands and make carrying large loads easier.



**Q:** We're looking for a way to increase the response to our sales letters. Any ideas?

**A:** Add a promotional item to make your mailing "bulky." According to the Direct Marketing Association's Response Rate Report, dimensional (bulky) mail had the highest overall response rate at 5.5%, compared to 2.7% for other mailings. Some dimensional campaigns even saw a response rate of 16%! People have a hard time tossing out a bulky piece of mail without seeing what's inside, so make your mailings irresistible by enclosing a logo'd pen, ruler, letter opener, key chain, or an item related to the theme of your mailing. We can help you choose the perfect item.



----- Please copy and fax or mail your request -----

**Do you enjoy reading our newsletter?  
Call, fax or email us with your comments.**

*This Newsletter Provides Information and Ideas for Improving Sales, Image and Profits.*

Want to make your next promotion a success?  
Please contact us at:

**David Gephart**  
**Tel: 919-732-6464**  
**Fax: 919-732-9953**

**dave@gephartmarketing.com**

I'm interested in:

- Lead Generators       Employee Motivation  
 Safety Promotions     Apparel  
 Tradeshow Giveaways  Winter Promotions  
 Incentives/Awards     New Products

I need:  literature  pricing  samples of these products: \_\_\_\_\_

Contact \_\_\_\_\_

Company \_\_\_\_\_

Address (if different from addressee) \_\_\_\_\_

Phone/Fax/Email \_\_\_\_\_

Riddle Answer \_\_\_\_\_



**gephart**  
marketing solutions

**P.O. Box 669**  
**Hillsborough, NC 27278**