



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.

Spring/Summer 2008

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ROUTE TO:

Promotional Times™

Information and Ideas for Improving Sales, Image and Profits



Tee Off for Success

It's no wonder golf events are so popular: they're fun, relaxing and a great networking opportunity. So whether you're planning a sales meeting, corporate event, employee appreciation outing or charity tournament, use these tips to make your next golf event memorable:

- **Start promoting your event at least three months in advance.** Mail an invitation with a nice promotional item, such as a golf bag tag or handy golf kit. Not only will this help generate excitement about the event, but it also creates a dimensional, or "bulky" mailer, which is more likely to be opened.
 - **Open your registration table at least two hours before the event starts.** As participants sign in, give them gifts they can use on the links, such as logo'd sunglass cases, golf balls, golf towels, or a gift set with items like a shoe bag, visor and water bottle.
 - **Choose high-performance wearables.** If you're giving participants golf shirts or other clothing items, consider upgrading to the new, stylish performance wear options with moisture-wicking fabric and UV protection. The players will thank you!
 - **Feed them well.** Start the day with coffee, tea, muffins, fruit and water. Plan a healthy, filling lunch, and don't forget that imprinted napkins and cups are another good way to get your brand in front of participants.
 - **End the day with prizes.** You can award door prizes, prizes for the lowest and highest scores, and much more. Consider rewards like golf bags, a set of clubs, or a sports watch. A useful multi-purpose golf tool also makes a great gift. This one has a ball marker, knife, divot repair tool, cleat tightener, nylon brush, key ring and pen.
- If you want to score with your customers or employees, we can help make your next golf event a complete success. Please call us today!





Tradeshow Giveaways Done Right

Looking for a proven way to generate more traffic at your next tradeshow exhibit? Try promotional products! Research shows that:

- 71% of tradeshow attendees who were given a promotional product remembered the name of the company that gave it to them.
- 76% of attendees had a favorable impression of the company that gave them the product.
- Sending a promotional product with a pre-show mailing increases the likelihood that the recipient will stop by the booth by 63%.

The possibilities are almost endless, from logo'd pens, highlighters, notebooks and magnets to higher-value items for your top prospects, such as high-end pens, wireless mice and portfolios. We can help you find the perfect promotional products for your brand and exhibit theme.



The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: What five letter word would be pronounced the same if its last four letters were removed?

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: An anchor



Survey Says: Get Inside Your Customer's Head

Surveys are an excellent, cost-efficient way to find out what your potential or existing customers think about your company. A successful survey just requires careful planning. Here are some steps to help you get started:

- Determine your goal.** While you may want feedback on customer service, new products and your website, it's important to set just one objective to avoid frustrating customers with a long, confusing survey.
- Choose your survey group.** Think about who is best able to provide the information you want. It may be your repeat customers, one-time customers, potential customers or even your entire customer base.
- Write your survey.** Keep your questions simple, avoiding questions and answer options that could have more than one meaning. Consider including a few open-ended questions, where customers can respond in their own words.
- Include a persuasive invitation.** Explain why you're seeking your customers' opinions. Tell them how you plan to use their feedback and how it will benefit them.
- Provide an incentive.** You'll boost your response rate (and customer goodwill) if you offer a thank-you gift for completing the survey. Depending on the size of your mailing list and budget, you can offer gifts such as flash drives, T-shirts, or travel coffee mugs to everyone who completes the survey. Another idea is to hold a drawing for a larger-ticket item like an iPod or a vacation for two.
- Put your results to work!** Gather the information and sit down with your management team and develop a plan of action. Fix your weaknesses and build on your company's strengths.

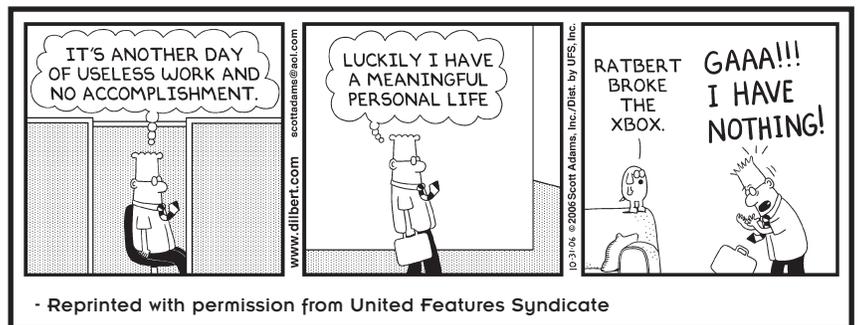


Need help choosing incentives for a customer survey? Contact us for ideas today!

Online Surveys

Thanks to online surveys, it's easier than ever to get inside your customers' minds. Many online survey providers offer templates, list management and reports. Here are a few online survey resources:

- Constant Contact – www.constantcontact.com
- Infosurv – www.infosurv.com
- QuestionPro – www.questionpro.com
- Survey Monkey – www.surveymonkey.com
- Zoomerang – info.zoomerang.com



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New and Unique Products

Here are some of the newest and most interesting promotional products we have seen:

Say it With a Smile –Your clients will smile every time they see your logo on the side of this toaster, which toasts a smiley face on bread. Perfect for office breakrooms, hotels, day care centers, nursing homes and more.

Mirror Mirror – Decorated with “bling” and a mirror, this mug puts style into your morning coffee. Makes a great promotion for salons, spas, gyms, cosmetic companies and coffee shops.

Just Smart –This large clip is smart and functional, with a strong magnet and a message board. A dry-erase pen attaches to the back.



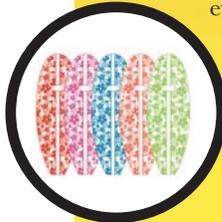
Back to the Beach

It's almost that time again... time for sun, sand and fun! These hot new beach products are also perfect for picnics, company events, camping trips or any outdoor activity:

Surf's Up – This surfboard-shaped towel is sure to grab attention — especially with your logo printed on it! Also available in a children's sizes with a hood.

Made in the Shade – The canopy on these lightweight tent chairs provides shelter from the sun and wind. You can have your logo printed on all three sides.

Cool Times – This backpack makes outdoor dining a snap. It includes an insulated bottle holder and comes with four plastic wine glasses, salt and pepper shakers, a butter knife, a cutting board, and a corkscrew/bottle opener.



Cultivating Post-Show Sales

One tradeshow exhibitor grabbed attention by sending a unique post-show mailer to attendees who had stopped by the booth. The mailer consisted of a 3"x5" piece of recycled paper embedded with wildflower seeds and attached to a postcard. The postcard was printed with a promotional message and mailed inside an envelope.

This unique and inexpensive gift is a great way to grow interest and sales with prospective clients! Seed bookmarks, self-mailing seed packets, and more are also available. Just call us for details.



Lagniappe

(a little something extra)

Quotable Quotes

I find television very educational. Every time someone switches it on I go into another room and read a good book. – Groucho Marx

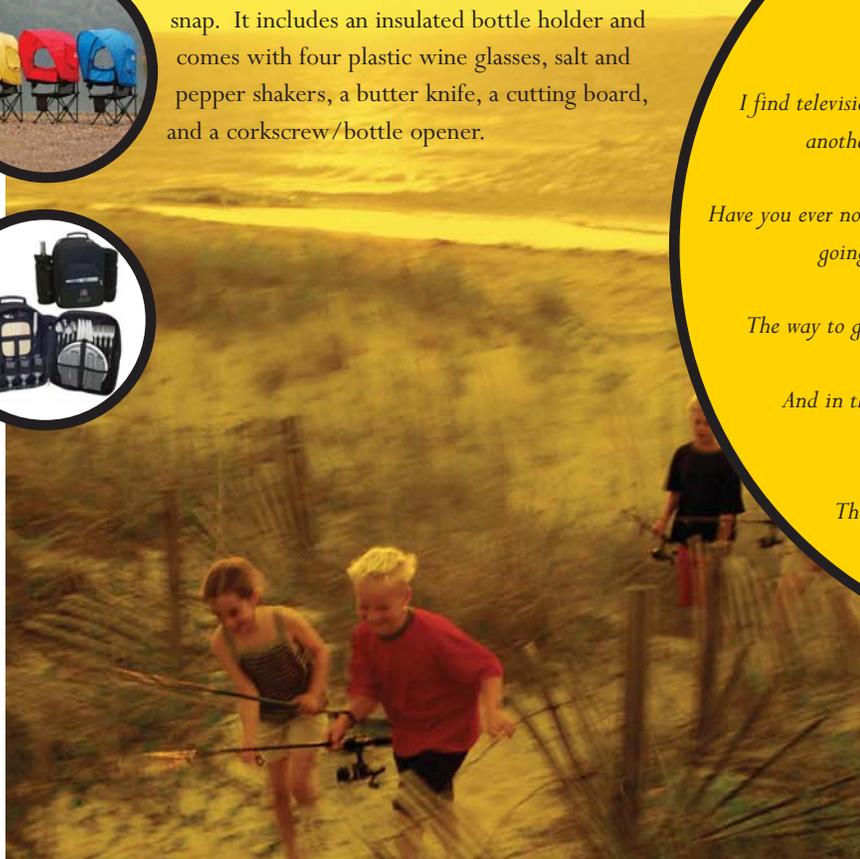
Have you ever noticed that anybody driving slower than you is an idiot, and anyone going faster than you is a maniac? – George Carlin

The way to get started is to quit talking and begin doing. – Walt Disney

And in the end it's not the years in your life that count. It's the life in your years. – Abraham Lincoln

The only rule is don't be boring and dress cute wherever you go. Life is too short to blend in.

– Paris Hilton





Murphy's Other Laws

1. She's always late. In fact, her ancestors arrived on the "Juneflower."
2. Nothing is foolproof to a sufficiently talented fool.
3. The shin bone is a device for finding furniture.
4. Light travels faster than sound. This is why some people appear bright until you hear them speak.
5. When your leg falls asleep during the day, will it be up all night?



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

Q: Our travel agency is looking for a unique thank-you gift to give our clients after they book a trip. Can you help?

A: Wish your clients bon voyage with something they can use on their vacation, like a sewing or first aid kit, inflatable neck pillow, travel bag or mini combination lock. They'll think of you every time they pack their bags!



Q: Our car dealership wants to try giving a promotional item to prospective customers who come in to test-drive a car. Any suggestions?



A: Promo items are great tools for generating sales. In fact, research shows that 52% of people who receive a promotional product do business with the advertiser afterward! Try a gift that's useful and has a high perceived value, such as an auto emergency kit, digital tire gauge, or a quality umbrella. Imprinted visor caddies and steering wheel covers are also a good option because they keep your logo in sight. Any of these items would make great post-sale gifts, too!



----- 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:

- Fun & Game Products "Green" Products
- Golf Promotions Apparel
- Tradeshow Giveaways Summer Promotions
- Incentives/Awards New Products

I need: literature pricing samples of these products: _____

Contact _____

Company _____

Address (if different from addressee) _____

City/State/Zip _____

Phone/Fax/Email _____

Riddle Answer _____



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marketing solutions

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