



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. Premiums will improve customer loyalty, employee morale and productivity.

Fall/Winter 2007

2

INCENTIVES & REWARDS

How to Keep Your Employees Happy
MARKETING TIPS

An Easy Way to Maximize Your Results
LAGNIAPPE

Quotable Quotes

3

PRODUCT SPOTLIGHT

Resolution Solutions
New and Unique Products

SUCCESS STORIES

Landing New Business

THE RIDDLER:

Your Chance to Win a Free Gift

4

DEAR ADDY

Answers Your Promotional Questions

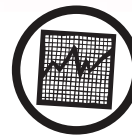
WORDS OF WISDOM

Adult Truths

ROUTE TO:

Promotional Times™

Information and Ideas for Improving Sales, Image and Profits



Reap the Rewards of Giving Back

Supporting a non-profit or charitable cause has many benefits — and not just for the charity. Your business will gain a more positive image, as well as increased community support, customer loyalty and employee satisfaction.

You may see increased sales, too. In a recent study, 65% of Americans said that when price and quality are equal, they would choose a brand associated with a good cause.

The key to a successful cause marketing campaign is to plan carefully. Start by following these steps:

- **Choose a cause that fits your business.** You can select a cause that's obviously related to your company, such as a bookstore supporting a literacy program. The tie can also be less obvious, like a bank or doctor's office choosing a cause that promotes strong families. Whatever you choose, make sure it reflects your company's core values.
- **Generate employee support.** Involve your employees in choosing a cause and planning your campaign. Make them proud to participate — distribute t-shirts, hats, lapel pins, silicone wristbands or ribbons with the name of the charity and your logo.
- **Be strategic.** While you don't want your campaign to come across as a marketing gimmick, you should maximize the benefits of your efforts. A local dry cleaner, for example, advertised that they would provide free dry-cleaning for all coats and blankets people dropped off for the needy. The coat drive brought people into the store — and the cleaner's cost of acquiring new customers dropped 67%.
- **Make your efforts visible.** If you're supporting a charity, talk with them about how often (and where) your logo will be displayed. If you're sponsoring an event or youth league, hand out promotional windbreakers, lanyards, sports bottles, sunscreen and towels.

Interested in starting a cause marketing campaign of your own — or improving the one you have now? Call us today for ideas on getting the most out of your charitable efforts.





How to Keep Your Employees Happy

The loss of a good employee comes at a steep cost. It affects your company's customer service and employee morale. Plus, it brings the added expense of recruiting, hiring and training a replacement.

That's why more and more businesses are focusing on employee retention. Here are some tips for keeping your employees happy — and on your payroll:

■ **Ask your employees what motivates them.** What perks would they like? What would make them feel appreciated? How can you help them meet their career goals?

■ **Take care of the basics.** Make sure employees have the tools they need to get the job done, and that they have a comfortable working environment.

■ **Express your appreciation.** It only takes a few minutes to send a nice thank-you note with movie tickets, or a gift basket of delicious treats, spa items or candles. Be sure to select a gift that matches the employee's personal likes and interests.

■ **Make them proud.** Give employees logo'd travel mugs, desk accessories and portfolios they can use with pride. Consider rewarding your staff with attractive awards, plaques or clocks they can display in their work area.

■ **Give employees the opportunity to grow.** Provide monthly "lunch and learns" or other training classes. Give attendees nice notebooks (like these attractive note wallets) and pens imprinted with your company logo.

■ **Build loyalty and morale with an ongoing recognition program.** One hospital gives employees tokens for going above and beyond. These tokens can be collected and redeemed for a variety of rewards, including electronics, jewelry and clothing. The program is saving the hospital \$2 million in turnover costs — every year!

Fortunately, it's fairly simple to make employees feel valued. Contact us today for some great ideas that will keep your employees happy!

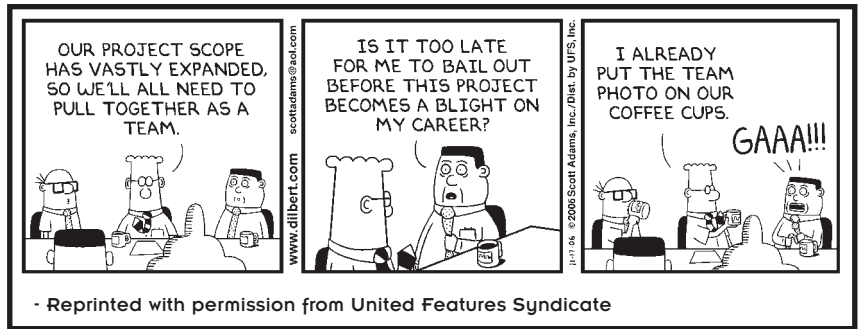


An Easy Way to Maximize Your Results

Here's an easy way to track the results of your next promotion: print a unique URL (web address), phone extension, or code on your promotional items. This number should be unique to the promotion. That way, when customers log on or call, you'll know which promotion they're responding to.

For example, an airline promoting non-stop flights to a new destination had workers dressed like flight attendants hand out logo'd bags of pretzels with a unique URL. When people logged on to learn more, the airline was able to measure exactly how many people were responding to the promotion.

You can do the same with pens, lip balm, calendars, magnets, mugs, calculators and more. You can even imprint the information on a card you attach to a gift of t-shirts, hats or other apparel. It's an excellent way to figure out what works best with your prospects — and build on that success.



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Lagniappe

(a little something extra)

Quotable Quotes

Change is inevitable, except from a vending machine. — Unknown

If you think you're too small to make a difference, you haven't been in bed with a mosquito. — Anita Roddick

There are more people trying to meet the right person than to become the right person. — Gloria Steinem

Sometimes I get the feeling the whole world is against me, but deep down I know that's not true. Some of the smaller countries are neutral. — Robert Orben

If at first you do succeed, try something harder. — Ann Landers



Resolution Solutions

No matter what New Year's resolutions your customers, clients and employees make this January, help them reach their goals with these great gift ideas:



Get Fit – Encourage them with this pedometer. It includes an FM radio and displays steps in miles or kilometers, as well as the number of calories burned. This tote bag with straps for carrying a yoga mat also makes a convenient gift any fitness buff will appreciate.



Get Organized – This attractive zippered organizer comes with a calculator, ballpoint pen and planner to help even the most frazzled person save time and effort.



Relax – Give the gift of relaxation with this stress relief gift set. It includes a CD of soothing music, plus stress-relief lotion, a loofah and bath salts.

Spend more quality time with family and friends – Everyone will enjoy this game set! It comes with chess, checkers and backgammon in one thin, portable carrier. Perfect for home, travel and office.



New and Unique Products

Don't miss these fun, innovative new promotional products that will have everyone talking:



Rock On – Now it's even easier to take your music with you, thanks to this stylish courier bag. It has plenty of space to pack books, cell phones, and it has speakers for your MP3 player!

Float On – Your logo floats in the center of this fun, eye-catching mouse, where it will get maximum exposure every day.



Drive On – When inspiration hits, your customers will be ready with this auto message center! It clips to the car's visor and includes a digital voice recorder, docking station and note pad.

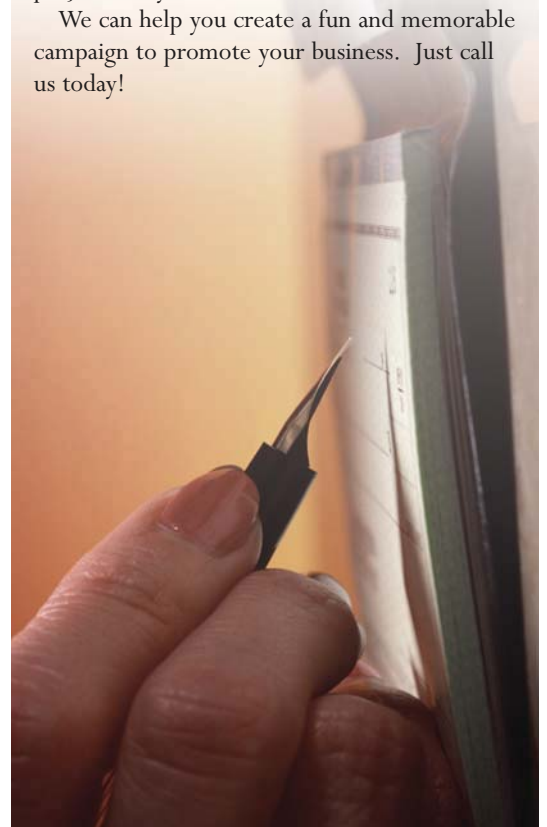
Landing New Business

A Southwestern bank with 60 branches wanted to promote its new free checking accounts. Playing off customers' skepticism about getting anything free from a bank, the company created a *when pigs fly* theme. Customers who signed up for a new free checking account were given a piggy bank shaped like a flying pig.



The bank opened 14,085 new accounts during the promotion – exceeding their projection by 70%!

We can help you create a fun and memorable campaign to promote your business. Just call us today!



The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: I went into the woods and got it. I sat down to seek it. I brought it home with me because I could not find it. What am I?

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: Umbrella



Adult Truths

1. Raising teenagers is like trying to nail Jello.
2. Middle age is when you choose cereal for the fiber, not the toy.
3. If you can remain calm, you don't have all the facts.
4. You're getting old when you stoop to tie your shoes and wonder what else you can do while you're down there.
5. You appreciate the fact that wrinkles don't hurt.



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

Q: Our mortgage company is looking for promotional products to welcome new customers to our business – and their new homes. Any ideas?

A: Show customers you care with a gift they can use around their new home, like a logo'd cordless power screwdriver or hammer. Home décor products such as photo frames are another great idea. Items to help be prepared for an emergency, like a first aid kit, fire extinguisher, or emergency lantern, would also be appreciated.

Q: Our pet store needs some inexpensive promotional items to attract new customers. Can you help?

A: Of course! How about giving customers a pet food container or bowl when they purchase food? It will help remind them of your store when it's time to buy more. You can also keep your customers and their pets happy with giveaways like logo'd collars, leashes, toys, and even bone-shaped key tags!



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:

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dave@gephartmarketing.com

I'm interested in:

- Cause Marketing Calendar Ideas
- Golf Promotions Apparel
- Tradeshow Giveaways Holiday Gifts
- 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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