



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.

Winter/Spring 2009

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GIFT GIVING SECRETS

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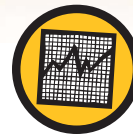
DEAR ADDY

Answers Your Promotional Questions
MORE USELESS TRIVIA
Did You Know?

ROUTETO:

Promotional Times™

Information and Ideas for Improving Sales, Image and Profits



Low-Cost, High-Impact Marketing

Successful business owners know they need to continue marketing during an economic downturn. That's why many companies rely on promotional products, which are a great investment. Unlike ads that are viewed once, imprinted promotional items make a positive impression that can last for years!

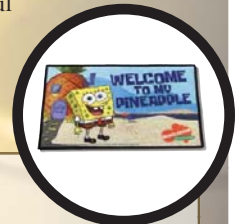
Best of all, you don't have to spend a lot to make a big impact. For the greatest results on a tight budget, look for these three key characteristics:

■ **Usefulness** – Choose something recipients will use again and again. Pens and T-shirts are always appreciated — choose a unique one that will stand out from the pack. Kitchen items such as a pizza cutter or bag clip also make great low-cost promos.

■ **Visibility** – Select an item that will be seen on a daily basis such as a clock, calendar, key chain, refrigerator magnet, or paper clip holder. Be sure to include your name or logo so customers are reminded of you every time they see it!

■ **Value** – You can get more bang for your buck by choosing something with a high perceived value. If you select a pen, for example, opt for one with metallic accents that make it look expensive. You can add value to a mug by including packets of tea inside.

When most companies are cutting back, your customers will notice and appreciate receiving useful items such as a floor mat, cooler, or desk clock. Contact us for more high-impact, low-cost promotional ideas!



Advertising for Half a Penny per Day

Did you know most people look at their calendar at least once a day? This means the CPI (cost per impression) for a \$2.00 calendar is only \$0.005 per day. It's not too late to order your 2009 calendars!



The Gift of Good Business

According to a recent survey, the most common reasons people give business gifts are:

- To thank customers – 70%
- To build goodwill – 66%
- To develop business – 50%
- To recognize employee performance or longevity – 50%
- To generate referrals – 31%

Among those companies that measured the results of the gift, the vast majority said it was very effective. For maximum impact from your gifts, thank your customers with an item tailored to their interests, such as an office putter for the golf enthusiast or a gardening set for those who love working in the yard.

We can help you select a gift that will have your customers thanking you — and remembering you fondly for a long time to come. Just contact us today!



Put Customer Testimonials to Work for You

Testimonials are an extremely powerful marketing tool. Quotes from your satisfied customers prove what your company can do, and can quell any hesitation potential customers may have about doing business with you.

Use the following system to make gathering and using customer testimonials fast and painless:

- 1. Contact your satisfied customers.** Ask them for feedback on how your company has helped, and get as many specific details as possible. Short, vague comments like “Your company is great!” don’t really tell prospects what you can do.
- 2. Get permission.** Once you obtain a testimonial, ask permission to use the comments in your future sales and marketing materials. Ask to use their name, title and organization, as this adds credibility.
- 3. Say thanks.** Show your appreciation with a cool pen, desk accessory, candy, fun desk game or even a toy.
- 4. Create a database.** Organize all your testimonials so you can easily pull from a database. For fast reference, consider labeling testimonials by subject — such as service, quality and value.
- 5. Establish a process.** Create a system to automatically follow up with customers after they do business with you. You can never have too many testimonials!

Lastly, use your testimonials wherever you can — in ads, brochures, tear sheets, sales letters, newsletters and throughout your website. These simple steps can go a long way toward building credibility with prospective customers!



Lagniappe *(a little something extra)* Quotable Quotes

“Your success in your career will be in direct proportion to what you do after you’ve done what you are expected to do.”
— Unknown

“Leadership is the ability to get extraordinary achievement from ordinary people.”
— Brain Tracy

“A government which robs Peter to pay Paul can always depend on the support of Paul.”
— George Bernard Shaw

“Baseball is ninety percent mental and the other half is physical.”
— Yogi Berra





Get Ahead With Hats

Hats are great promotional items because nearly everyone wears them. When your customers and employees wear a hat with your logo, they become a walking billboard!

There are many options available, with everything from traditional ball caps to straw and cowboy hats. Here are a few “cap”tivating ideas to get you started:

Beyond the Basic – Baseball caps are no longer just basic standbys. They’re now available in moisture-wicking performance fabric. Distressed and pre-washed looks are hot items, as are colorful camouflage patterns and caps made from sustainable materials.

Close Knit – Knit caps are popular with both genders right now, and worn year-round. They make an especially good promotion for teens and twenty-somethings.

Top it Off – Visors are also everywhere these days, from the golf course and tennis courts to around town. Women like them because they don’t give them hat hair; college students like them because they’re cool.



New and Unique Products

Once again we’ve gathered some of the best new products for you. Check out these great promotional ideas:

Double Duty – Give two gifts in one with this aromatherapy candle in a reusable mug. Perfect for spas, salons, churches, decorators, thank-you gifts, fundraisers and more.

Safe Writer – These pens feature anti-microbial technology to help prevent the spread of germs. Useful for hospitals, doctor’s offices, clinics, nursing homes, banks, retailers, real estate agents, teachers, delivery services and anyone in a busy office!

Instant Celebration – Make a promotion, birthday, anniversary, graduation or holiday more festive with this instant party-maker. Each kit includes a bowl, cake mix, frosting, sprinkles and party favors; the recipient just adds water and microwaves it.



Going Nuts to Drive Sales

One auto parts manufacturer came up with a nutty idea: a “save a squirrel” campaign that urged motorists to save the lives of innocent wildlife by replacing their worn shocks.

The company kicked off the campaign by sending reporters a bag of squirrel food, a squirrel-themed mock newspaper, and a note from a “squirrel.” This was followed up by a second mailing with an imprinted bag of peanuts and a mouse pad. The company further promoted the campaign with billboards, radio spots and advertising. The sales force was also given plenty of themed promotional items, including note cubes, and trash cans.

Looking for a creative, attention-grabbing campaign of your own? Call us for ideas today!



The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: Take one out and scratch my head, I am now black but once was red. 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: one thousand



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Did You Know?

1. No word in the English language rhymes with month, orange, silver, or purple.
2. "Dreamt" is the only English word that ends in the letters: mt
3. The average person falls asleep in seven minutes.
4. There are 336 dimples on a regulation golf ball.
5. "Stewardesses" is the longest word that is typed with only the left hand.
6. The San Francisco Cable cars are the only mobile National Monuments.



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

- Q:** This is typically a slow time of year for our restaurant. What are some low-cost ways we can boost business?
- A:** I have a couple of ideas to get you started. Send loyal customers a logo'd magnetic photo frame with a card offering a free photo the next time they dine at your restaurant. They'll think of you every time they open the fridge! Or, tie into one of your specialties. For example, one restaurant known for its triple chocolate cake sent customers an imprinted bar of gourmet chocolate to remind them of what they were missing.
- Q:** Our law office is looking for a unique way to tell clients about our 50th anniversary. Please help!
- A:** I suggest promotional gifts that highlight your past and your commitment to the future. For example, you could give clients imprinted mechanical pencils and a USB hub with a note that says, "Times may change, but our commitment to our clients never will."



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 Spring 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 _____



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