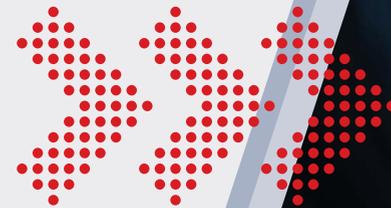


# Why Logoed Products Are a Big Business



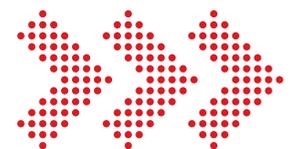
# ➤ Introduction

This comprehensive guide is your roadmap to success in the exciting world of promotional products and will provide you with the knowledge and strategies you need to thrive in this industry.

In this guide, we'll explore the various facets of selling promotional products, from understanding the industry's dynamics and top markets to leveraging cutting-edge technology and implementing best practices for success.

By the end, you'll have a clear understanding of how to:

- ▶ Unlock your potential
- ▶ Serve diverse markets
- ▶ Use technology effectively
- ▶ Enhance existing client relationships
- ▶ Add a revenue stream to your business



# ➤ Promotional Products

Promotional products encompass an array of items used by businesses to boost their brands, products and services. These items serve as tangible reminders of a company and can include everything from calendars and apparel to pens and drinkware.

The promotional products industry with a staggering market size of **\$25.8 billion** in 2022 presents an exciting opportunity for businesses. It reported an impressive 11% increase in sales revenue over the previous year, matching the sales record set in 2019.



## DID YOU KNOW?

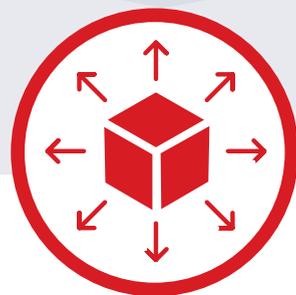
This industry boasts a remarkable **40% profit margin**, making it an attractive venture for any business looking to diversify their offerings.



## Get to know the industry's three key players: suppliers, distributors and end-buyers.



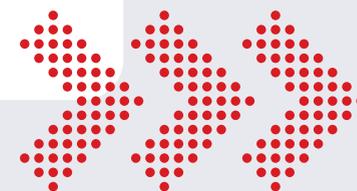
**Suppliers** are the manufacturers or importers of promotional products, while distributors act as independent resellers, often referred to as “the suppliers’ salesforce.”



**Distributors** come in various forms, with some primarily focused on promotional products, while others offer additional services such as printing, screen printing, embroidery, trophies and awards, signs, artwork/creative services, event planning, PR, web/company store services, promotional program development and more.



**End-buyers** are the companies, organizations or individuals who purchase branded products. They include nonprofit organizations, professional businesses, schools, booster clubs and others.



**Understanding these key players is essential for success in the promotional products industry.**

# ➤ Unlock Your Potential

In the world of promotional products, you have a unique advantage. Unlike traditional businesses that may require upfront inventory, warehousing or storage of products, selling promotional products comes with a streamlined and cost-effective approach.

There are **no significant upfront costs involved**. Instead, you have the flexibility to source products directly from suppliers when your clients place orders. In many cases, the suppliers even offer the convenience of drop shipping the products directly to the client's doorstep. This 'just-in-time' approach not only minimizes overhead expenses but also allows you to offer an array of products without the burden of holding inventory.



**It's a business model that empowers printers to focus on what they do best:**

- ▶ **Deliver high-quality promotional solutions to their clients**
- ▶ **Maintain a lean, efficient operation**

**To succeed in the promotional products industry, it's essential to partner with industry leaders and expand into new markets.**

▶ **Partnering With the Industry Leader**

Advertising Specialty Institute® (ASI) provides resources to support your success in the promotional products industry. By partnering with ASI, you gain access to industry trends, market research and onboarding support. You'll get equipped with the knowledge and tools you need to thrive.

▶ **Expanding Into New Markets**

Expanding into new markets is a strategic move to broaden your client base. The top markets for promotional products include education, healthcare, construction, nonprofit and manufacturing/distribution. Each market segment presents unique opportunities and demands.



# ➤ Top Markets

Understanding the unique needs and demands of different markets is necessary for success. In this section, we explore the top markets for promotional products and provide insights into their specific requirements.

## Education

In the education sector, you'll find a diverse range of buyers, including colleges, universities, private schools, public high schools, elementary schools, art institutes and booster clubs. Virtually any type of promo product can be sold to the #1 market in the industry:

- ▶ **Apparel** – Sweatshirts, T-shirts, hats and so much more for school stores.
- ▶ **Office supplies** – Writing instruments and notebooks are obvious choices for education, but also consider other useful items like branded blankets.
- ▶ **Tech items** – Students always need portable chargers, USBs and other on-the-go tech essentials.
- ▶ **Awards** – Paper certificates with seals and tenure plaques come in handy during graduation season.
- ▶ **Sports items** – Uniforms, water bottles, sweat towels, pom-poms and rally towels are essential for high school and university sports programs.

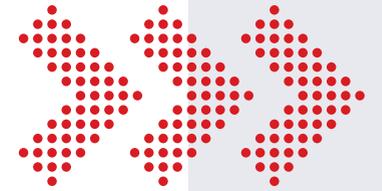




## Healthcare

Healthcare institutions represent a substantial market for promotional products.

- ▶ Hospitals, nursing homes, physical therapists, dentists and pharmacies are among the key buyers in this sector.
- ▶ Dentists often seek toothbrushes, floss, stickers for kids and dental care travel kits to promote oral health.
- ▶ Nursing homes require practical items like pill cutters, pens, tote bags and pillboxes.
- ▶ Pharmacies look for business card holders, prescription bags, calendars and drinkware.
- ▶ Physical therapists benefit from promotional items such as hot and cold packs, massage balls, stress relievers and water bottles.



## Construction

Top buyers in this lucrative market include home builders, corporate builders and general contractors, and the product potential is endless:

- ▶ **Safety and health programs** – Completion certificates, awards and corporate gifts.
- ▶ **Customer appreciation** – Food-related items, branded blankets and kitchen essentials.
- ▶ **Uniforms** – Industrial shirts and pants, high-visibility clothing, jackets, hats, gloves and corporate office apparel.
- ▶ **Incentives** – Performance apparel, trophies, awards and corporate gifts.
- ▶ **Recruitment materials** – T-shirts, hats, writing instruments, and magnets.
- ▶ **Point-of-purchase displays** – Counter mats, front door mats, feather flags, and safety gear like face shields, hard hats and safety glasses.



## Nonprofit



Nonprofit organizations rely on promotional products for fundraising and raising awareness.

- ▶ Promotional items such as reusable bags, paper products, wearables, custom signage and banners are instrumental in conveying their messages. .
- ▶ Nonprofits use these products to thank donors, support their causes and create a lasting impact on their communities.

## Manufacturing/Distribution

Manufacturing and distribution companies source a wide range of promotional products for various purposes.

- ▶ These buyers include toy stores, automotive companies, food service providers, electronics manufacturers and wholesalers.
- ▶ Uniforms are a staple in this sector and encompass industrial shirts and pants, high-visibility clothing, jackets, hats, gloves and corporate office apparel.
- ▶ Incentives like performance apparel, trophies, awards and corporate gifts are utilized to motivate employees and partners.



By understanding the unique needs of each market segment, you can tailor your promotional product offerings and marketing strategies accordingly, increasing your chances of success.

# ➤ Best Practices for Selling Promo

To excel in selling promotional products, adopting a set of best practices will set you on the path to success.

- ▶ **Use the expertise of suppliers who have a deep understanding of their product lines.** By working closely with suppliers, you can gain insights into the latest industry trends, product features and market demands. Additionally, suppliers often provide valuable resources such as catalogs, samples and product knowledge seminars.
- ▶ **Showcase product samples to attract potential clients.** Having physical samples on display in your business allows clients and visitors to see, touch and evaluate the quality of promotional products before making a purchase. This tangible experience can significantly influence their buying decisions.
- ▶ **Update all current marketing material to reflect your full capabilities.** Ensure that your brochures, websites and social media profiles accurately represent the breadth of promotional products and services you offer. Brand and message consistency is essential to building trust and credibility with your clients.
- ▶ **Set up eye-catching displays to drive interest and sales.** If you have a physical store or office, create visually appealing displays that showcase various promotional products, allowing clients to see how these items can be incorporated into their marketing campaigns. Demonstrate the practicality and appeal of these products to boost sales.
- ▶ **Identify upsell opportunities. Don't limit your interactions with clients to a single product.** Explore opportunities to offer complementary items or services that enhance the overall effectiveness of their marketing campaigns. By showing your clients how they can achieve better results through upselling, you not only increase your revenue but also provide added value to your clients.



# Getting Started



Adopt these best practices to walk down the path to success.

1

## Start selling promotional products to your existing clients.

Since they already have a relationship with your business, they are more likely to trust your expertise in promotional items. Offering them a broader range of services can strengthen your client relationships and increase your revenue.



2

## Target new markets.

Analyze your existing client base to determine which clients have marketing budgets and a need for promotional items. By identifying the clients with the greatest potential, you can tailor your marketing efforts and outreach effectively.



3

## Reinvent your brand identity

Position your business as a one-stop shop that can handle all promotional needs. This comprehensive approach not only simplifies the client experience but also enables you to provide a broader range of solutions.



# ➤ Advertising Specialty Institute (ASI)

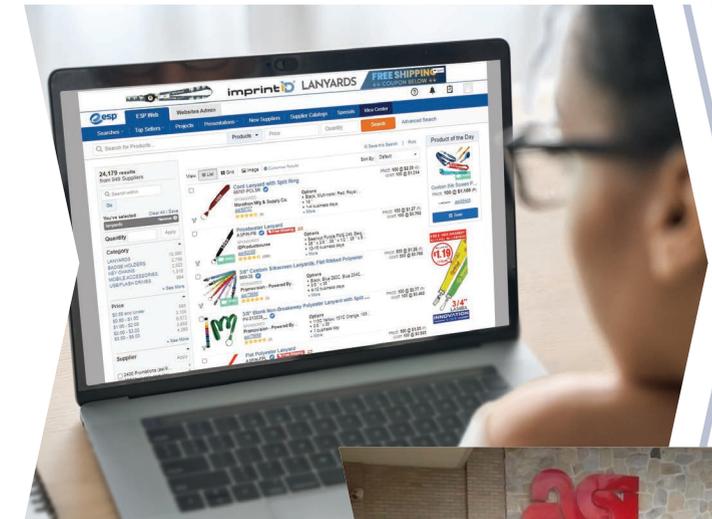
ASI is an industry leader and your trusted partner for success, offering valuable resources, industry insights and cutting-edge tools to empower your business.

By partnering with ASI, you gain access to industry-leading market research that dives deep into consumer preferences, emerging product categories and market dynamics to help you better navigate the industry. By analyzing these trends, you can anticipate market shifts through ASI's comprehensive data and analysis, allowing you to make informed decisions.

Additionally, ASI's user-friendly business platform, ESP+, will help you run your business seamlessly. This platform will help you access over 1.2 million promo products from nearly 3,000 suppliers. You can use supplier expertise to find new, unique and trending products that align with your clients' needs and preferences.

ASI also provides industry-best tools designed to enhance your efficiency and productivity in the promotional products space. Whether it's streamlining your product searches with AI-driven recommendations or crafting compelling, AI-enhanced product descriptions that resonate with your clients, ASI's technology is your ally in achieving your business goals.

ASI is not just a resource – it's a strategic partner that empowers you with the knowledge, tools and technology needed to excel in the promotional products industry. ASI is committed to helping you navigate this dynamic market and achieve the success you envision. With ASI by your side, you're well-equipped to make your mark and thrive in the world of promotional product sales.



To learn more about partnering with ASI, visit [asicentral.com/demo](https://asicentral.com/demo).

