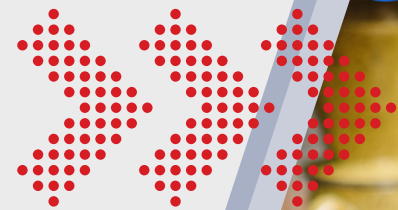


Marketing Your New Promotional Products to Existing Clients



➤ Introduction

You've made the decision to start incorporating **promo product sales** into your business offers to gain more revenue, client retention and satisfaction. Now it's time to let your clients and customers know that they can now get their products from you instead of elsewhere! Here are ways we recommend that you can **effectively and creatively** get the word out.





Craft Your Announcement Strategy



Extra, Extra!

Creating an exciting announcement is a great way to **boost excitement and engagement** around your new business opportunity. Be sure to **highlight the benefits** of your new promotional products. Sometimes customers need a little extra help visualizing how your new products will fit into their plans. By doing the heavy lifting for them and **explaining the benefits**, you are making it that much easier for them to reach out and become lasting promo product customers

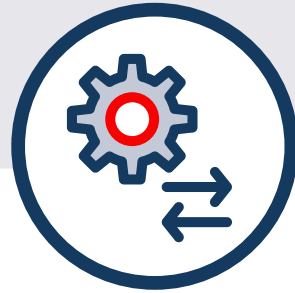


Psychology tells us that people love to feel special, and who wouldn't?

Knowing your customers and **creating a sense of individualism** is something that can go a long way. Consumers remember the feelings associated with brands and that can alter their buying habits. By **tailoring your message for different segments** of your clients and their buying markets such as education, schools, hospitals and healthcare, you can show customers that their brand identities matter to you and that your company can be trusted with all their promo product needs.



Utilize Your Website and Email Lists



No need to reinvent the wheel.

Utilize the strategies you already have in place. Adding simple updates to your website to feature your new offerings is a great place to start. Add a running banner, a deal on the new promo products when other purchases are made, or even a pop-up as soon as someone enters the website.



Emails are popular for a reason.

Be sure to add the news into your email strategy. Create an engaging and action-driving email to announce your new promotional product opportunities. Have fun with it ... this is an exciting new venture after all. Maximize visibility by doubling down and adding the announcement to a weekly newsletter if you have one. The more people can see your new announcement in different places and forms, the better chance there is at creating lasting salience.



Make sure your content aligns with the announcements.

Shout it from the rooftops that you've entered the 26.1 billion dollar industry of promotional products. Make content that is cohesive by using similar colors, people and patterns.



Use Social Media

➤ The beautiful thing about social media is that it has the ability to take you to audiences you've never even thought of. Creating **engaging** and **fun social media posts** to announce entering the promo industry can set you up for long-term success cross generationally. It takes time, but **creating different content for each platform** helps boost you to different algorithms since each platform is unique. Social media is supposed to be fun, so take advantage of the trends and **have fun with it**. Think about your favorite social media pages and what it is about them that you like so much and use similar tactics to make your big announcement that fits your audience.

➤ SEO: the three letters on everyone's minds. **Search engine optimization** is the key to putting your content in front of the right audiences. Take advantage of **keywords** and **hashtags**. Just like the importance of visibility in search engines, social media algorithms function the same way. Identify the hashtags and trends competitors are using, see what other popular announcement videos look like and capitalize on your discoveries. Adding the right keywords to your captions and hashtags can make a huge difference in engagement which is the driver behind **social media algorithms**. So, make sure your big news doesn't get lost in the feed.



In-Store and Physical Promotion Tactics



Take advantage of signage in stores.

Tap into varying kinds of banners and signs that can be posted in stores. A great brainstorming idea is to look up varying pop-up events and see if you can get inspiration from any signage and displays other product brands have used.



Create print announcements that customers can take with them when they leave the store.

This could be as simple as business cards, posters and brochures or as fun as limited-edition match boxes that announce your new endeavors. Make sure that whatever they take on the road is eye catching and worth taking a second look at.



Everyone loves a party and a reason to celebrate, so why not make yourself the reason?

Host a launch party or event to help announce your big splash in the industry. Make sure there is an interactive element like spinning a wheel for deals, exclusive codes or sales for those who attend, and of course food and drinks are always a plus.



➤ Leverage Existing Networks and Customers

➤ **Friends and family** are a great tool to use when spreading the word. No need to stray from those you know best. A good product and company will make always make an impact, so be confident in all the work you've put in and trust that they will tell all their trusted sources just how much you can impact their companies and lives. This includes tapping into your current sales and reminding them that you've recently plunged into the promotional products industry and can now provide even more than ever for them.

➤ Build your community up by **networking and partnering with other local companies**. Cohost your event with a well loved café or coffee establishment in town. Not interested in partnering with food vendors? Try out other similar companies, teams and clubs. This can also help **bring your brand to an already established audience** without breaking the bank. Another great way to capitalize on the community is through **community events and organizations**. Join upcoming fairs, art marts and fundraisers to showcase your products to people who are already interested in browsing new vendors. Once you pull in potential customers, be sure to let them know about your promotional product capabilities as well.



➤ Offer Exclusive Deals and Samples

Create introductory offers and packages for existing customers. Make your current customers feel appreciated for the business that they've offered your company in the past. This will also help give them the information and ease of mind that your company isn't changing, just expanding to be able to meet even more of their needs. This can also be achieved by offering free samples or demo products. Double down on cross-functional marketing by utilizing referral programs to encourage the word-of-mouth promotion.



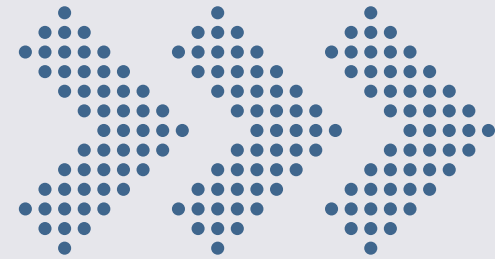


➤ **Follow-Up and Feedback**

Finally, once you've shouted your news from the rooftops, take a moment to reflect. Be sure to follow up with clients and get feedback. Being able to use early testimonials to promote your new promotional product work can make a huge difference for gaining more traction on your announcements. Also, ask clients and customers if there are any critiques of the sales, deals and products offered to help you tailor your next big announcement or adjust as you go.



The industry is big, and your announcement to entering should match it.



Jumping into the promotional products industry is a huge opportunity for your company to expand and grow, while staying true to your values and goals. Joining the promo industry and announcing it to the world doesn't have to be hard.

Not an ASI® member?

Get started today and have a partner for life – the perfect foundation to your promo success.

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