

Promotional Times™

Information and Ideas for Improving Sales, Image and Profits

Distinguishing Yourself This Holiday Season

Every year the holiday season tends to get a bit overwhelming for most people. Planning meals, decorating, and acknowledging everyone important in your life by buying the right gift can be stressful and expensive.

Executing your company's holiday marketing strategy can be no different. However, with a little bit of effort, this headache can turn into a pleasure as well as repeat business.



The key is to not overlook the importance of getting your name in front of your customers during this season. It's a perfect time to reconnect with past customers or to kick start a commitment to a marketing plan. Why market yourself during the holidays? Because it works.

- **Start Planning Now:** It's never too early to begin this task. Procrastinating over the essentials of your successful holiday campaign can mean fewer choices for you as well as risking higher prices. Keep in mind not only how long it will take to order the promotional products but also the distribution time. Start from an end point of a desired delivery date and work backwards in order to give yourself a practical time line.



- **Maximizing Your Database:** Dividing your customers into lists offers you the ability to not only target new prospects but to also reward loyalty. Sort customers into levels of new, recurring and potential – and don't forget end of the year acknowledgements to associates – to streamline decision making. Picking different items to correspond to your recipient lists will enable you to individualize your gifts as well as control costs.
- **Budget Conscious:** Once you have your lists decided, determine your cost per piece per level. Factor in postage for a more accurate total price. If you want to avoid costly postage, consider items that are suitable for drop-off pieces or point of sale giveaways. But stick to your budget this year and next year will thank you.

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.

Fall/Winter 2011

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An Employee Perk That Really Pays Off
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Saving Green By Going Green
- PRODUCT SPOTLIGHT
Dress 'Em In Style: Corporate Apparel
- LAGNIAPPE: Quotable Quotes

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- PRODUCT SPOTLIGHT
New And Unique Products
- SUCCESS STORIES...
Time For Tradeshow Success
- THE RIDDLER:
Your Chance To Win A Free Gift

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- DEAR ADDY:
Answers Your Promotional Questions
- SEASONAL INSIGHTS
Thoughts Of Seasonal Changes

ROUTETO:

Don We Now Our Micro Fleece

More than anything, at the end of the day – and year – we all want to hear that we’ve done our job and have done it well. Give your employees that nod of appreciation and the attention they deserve with the gift of micro fleece.

Flatter them with this flattering fabric in the season’s hottest item – a vest. Show them you know that they are capable of anything while you demonstrate that you know how to keep on top of the newest trends. Made of a premium material that is durable yet lightweight, fleece vests offer versatility of function with the flair of style you are known for.



All your employees’ hard work adds value to your company so add a little something extra to their winter coat with a fleece collection that

includes a scarf, hat and gloves that comes in a handy case with your logo on it. A wide selection of colors is available and one is sure to match your company just right.



To have your employees singing Fa La La La La all winter long place your micro fleece order with us today.



Bah Humbug

Bah Humbug...Not something you want to hear about your business anytime and certainly not in the holiday season. So avoid the moniker by sending out a Season’s Greetings card this year.

To avoid having your happy holiday wish seem generic, sign your name to each card with a brightly colored felt tip pen near your company logo. If possible, have other members of your company sign the card as well for that extra personal touch.



If your budget allows, include a sheet of Christmas stickers as a “stocking stuffer” in a card. These lightweight stickers should not add any additional postage - which equals a nice present for everyone.



Lagniappe

(a little something extra)

Quotable Quotes

“Don’t take life too seriously. You’ll never get out alive.”
~ Bugs Bunny

“Life is what happens to you while you’re busy making other plans.”
~ John Lennon

“When one door closes, another opens; but we often look so long and so regretfully upon the closed door that we do not see the one which has opened for us.” ~ Alexander Graham Bell

“Your work is to discover your world and then with all your heart give yourself to it.”
~ Buddha

Not So Secret Santa

You may not want to send a bowl full of jelly but a food tower filled with holiday treats will keep you on the Nice List.

One way to make this year's food gift the perfect fit for your customers is to reflect your personality in the choice of packaging. Today's food towers come in anything from traditional to whimsical.

Elegant tins and boxes with classic ribbons, in your choice of colors, reflect your long-established practice of excellent customer service and value for your customer. Rich chocolates, fruits and assorted nuts show the quality you send out for the holiday is the quality you serve all year.

Perhaps a Chocolate Tower, or a wintry Snowman Stacker, is a sign of the jolly attitude you bring to all your serious work of satisfying your customer. You spread good cheer everyday and good cheer you will spread at the holidays with pretzels, popcorn and other goodies tucked into a tiered wintry stacker.



Don't forget the good spirits that specialty foods can bring to a customer. For the coffee lover in you there is bound to be a coffee lover customer waiting to receive a festive array of coffee beans with a side of biscotti. A wide awake customer will be sure to take your call after this unexpected treat arrives from you.

If a food item sounds like the perfect gift but the cost of a food tower seems like a lump of coal, look no further than a clever food way to incorporate food into an office essential. Peanuts, walnuts or chocolate covered almonds come combined with pen holders, Post-It® Note holders or business card holders for a savvy way to give a gift that has your logo always on their desk.



Let us help you find the best gift fit for you.

Be Thankful and Happy



Consider the positive reinforcement of emphasizing how thankful your company is to be successful during these difficult economic times. A little appreciation of your accomplishments through their loyalty can go a long way in normal times but these days it could be just the thing your clients need to hear from you.

• Grateful for Business – A wide array of greeting cards with Thanksgiving themes are available from which you can choose to express your gratitude. You will touch base with your customers while adding fall flavor to any office where it is displayed. A web design studio decided to forgo Christmas cards one year and concentrated on Thanksgiving cards instead. The studio then saw a ten percent increase in sales for that December over the previous December's sales.



• Think inside the box – a boxed knife carving set that is. One company decided to distinguish itself at Thanksgiving with this customer gift and found that they had become a part of not only Thanksgiving traditions with customers, but a staple in their customers' homes anytime a favorite meal was served. A handsome but practical gift, it's an ideal way to also thank your associates for making the cut in sales and service.



• Start Fresh – Sending a Happy New Year card renews relationships and builds sales momentum for the months to come. Insert a logoed chocolate bar for a sweet start to the New Year, or include an easy to mail logoed, tri-fold, customized calendar to mark the start of how you plan to exceed expectations all year long.



The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: How far will a blind dog walk into a forest?

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: Corn on the cob

HOLIDAY FUN FACTS

Coca Cola was the first beverage company to use Santa Claus for a winter promotion

Holly berries are poisonous

In Mexico, wearing red underwear on New Year's Eve is said to bring new love in the upcoming year

The most popular eggnog in Russia is not made from chicken eggs, but from caviar

For nine years following the 1843 publication of "A Christmas Carol," Ebenezer was the most popular boys' name in Great Britain

Charles Dickens' famous work, "A Christmas Carol" was written in just six weeks



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

Q: Our company is planning an employee health awareness day. Can you help us with some useful giveaways?

A: **Healthy employees are happier and more productive, so everyone benefits. Give items to help stay healthy: wellness journal, nutrition book, pedometer, first aid kit, stress reliever and hand sanitizer. You can also hold a drawing for larger items such as a digital scale.**

Q: Our company wants to do something different for our holiday gifts this year. Any suggestions?

A: **Many people spend more time in the kitchen during the cooler months, so an apron, oven mitt, cutting board and logo'd sauces and spices are thoughtful gifts. Those who don't cook would appreciate a wine set or cheese board.**



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**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:

Michael Meindl
888-582-4891
Fax: 262-247-2316 or 217-817-0129
info@PBI-LLC.com
www.PBI-LLC.com

I'm interested in:

- Lead Generators Employee Motivation
- Green Promotions Safety Programs
- Tradeshow Giveaways Summer/Fall 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: _____



**Office: 107 S. State Street
Monticello, IL 61856**