

# How to build brand awareness using promotional products?

Whether you have a new business, or you've been around for a while, you can utilise promotional products to expand your audience, build brand awareness and develop brand loyalty with customers, clients and even employees. Use these tips to meet your business goals with cost-effective, high-impact promotional products.

## 1 | Be consistent

Before you order any promotional products, it's important to have a clear brand identity. Make sure you're using the most up-to-date logo and information that you want customers to have. A strong brand is important to help keep your organisation successful and profitable. Studies have found that consistency in brand presentation can increase revenue by an average of 23%, which is why it is so important that all your branded materials are cohesive.

## 2 | Be bold

When choosing the types of products to use, think about what will most relate to your end consumer. Promotional products have such a huge impact because they are so diverse. The items themselves can range anywhere from pens and hats to business apparel and backpacks, and now even PPE and face coverings. You could even use recognizable brand name products to make your promotions more enticing. The possibilities are quite literally limitless. Creating one-of-a-kind products through personalization and creativity can go a long way to help people remember your brand for years to come.

## 3 | Be vigilant

Promotional products don't just promote brand awareness, they can also help improve brand loyalty, and therefore increase repeat sales. When you give out useful custom promotional products, customers will be motivated to continue supporting your business and spread the word to extend your reach even further. Promotional products are the perfect thing to have on hand to give to anyone you come in contact with, whether it's in-person or sent directly to their door. You never know when the perfect opportunity will present itself, which is why you always want to have fresh products to offer.

## Don't know where to start?



### Pick

Pick products from categories that make the most impressions over their lifetime.



### Tell Us

Tell us about your project and we'll provide ideas.



### Contact

To get in touch with us to find out more please contact us on 07 3013 6101.

# Brand Facts

**90%** of people who receive a promotional product can recall the name of the brand

(Source: PROMotion Marketing, LLC)



**89%** of consumers can recall the brand on a promotional product they received in the last

**2 YEARS**

(Source: PROMotion Marketing, LLC)

**80%** of people can recall the messaging of a brand after receiving a promotional product.

(Source: PROMotion Marketing, LLC)



**80%** of people have an immediate reaction when they receive a promo from companies they've never heard of.

(Source: PPAI)

**82%** of people have a more favorable impression of a brand after receiving a promotional product.

(Source: PROMotion Marketing, LLC)



**59%** of employees who receive a promotional product from their employer have a more favourable impression of their workplace afterwards.

Source: Brandon Gaille Small Business and Marketing Advice

Adding a promotional product to social media posts increases the effectiveness by up to **44%**

(Source: PROMotion Marketing, LLC)



**91%** of people have a promotional product in their kitchen.

(Source: PROMotion Marketing, LLC)



Promotional mugs are more effective than radio advertising with **57%** of people recalling the advertiser on the mug.

Only **28%** are able to recall the advertiser on T.V.

(Source: PROMotion Marketing, LLC)

**70%** of brands consider promotional products mostly or always effective in achieving marketing goals.

Source: PROMotion Marketing, LLC