

# LOGOTEX™

"Logotized Products For Your Business"

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The goal of our newsletter is to help our clients grow their business. Promotional products are designed to increase awareness, name recognition and lead generation. Premiums, when used as incentives or rewards, will improve customer loyalty, employee morale and productivity.

*Spring/Summer 2004*

2

#### INCENTIVES AND REWARDS

Give Your Workforce a Hero Complex  
**TRADESHOW PROMOTIONS**

Show & Sell Secrets  
**LAGNIAPPE**

Quotable Quotes

3

#### PRODUCT SPOTLIGHT

New and Cool Promotional Items  
**CUSTOMER INCENTIVES**

Get a Bang Out of Independence Day  
**THE RIDDLER**

Your Chance to Win a Free Gift  
**PROMOTIONS**

Capture the Referral

4

#### DEAR ADDY

Answers Your Promotional Questions  
**SECRETS TO SUCCESS**

How to Stay Young

#### ROUTE TO:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Promotional Times™

*Information and Ideas  
for Improving Sales, Image and Profits*



## Keys to Creating Loyal Customers

**W**ell-designed loyalty programs build a force field around your valuable customers. A typical business loses 25% of its clients a year, many of them to poachers. To outlast your competitors, show you care about your customers and employees with the **Four Laws of Loyalty**:



**1. Serve your employees first.** Set up creative reward programs to reduce turnover. Customers like relationships and familiarity.

**2. Remember the 80/20 rule.** About 80% of revenue is typically generated by 20% of clients. Make sure your high-value customers get their due with special offers and promotions.

A trucking service focused on lucrative construction company contracts with sales incentives and specials, trumpeting its On-Time service. The campaign included custom logo'd watches, desk clocks and stop-watches, which resulted in the highest sales in its 60-year history!

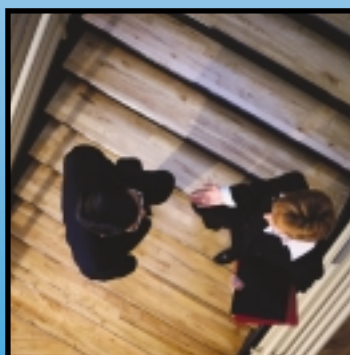


**3. Recover lost customers.** Establish a win-back strategy to recapture clients (and dollars) who stray. Don't write them off! As part of a campaign that

boosted circulation 10% a year, a West Virginia newspaper wooed back disgruntled subscribers with a commemorative cup featuring the downtown area.

**4. Be responsive.** Aggressively seek feedback from clients and

act on it. Treat complaints seriously. Every six months, check in and ask what is one thing you can do to provide better service. Encourage responses on mailed-in or website surveys with a compelling thank you gift such as an umbrella or pocket tool kit bearing your name.



Want to cement your relationship with customers? Let us help you craft a loyalty program that brings in more orders, more often!



Incentives & Rewards



## Give Your Workforce a Hero Complex

It doesn't take much to make a valuable employee feel like a hero. Workers who have high morale are more productive and stay longer than those who don't feel appreciated. According to a recent NYU study, employees rank recognition of their contributions as equal in importance to salary benefits. Yet more than half of today's companies don't have a rewards program in place.

SK Public Relations started its *Star Walk* program to reward high quality work. Supervisors and peers nominate "stars" who are carrying unusual burdens or making unique achievements. The winners receive a star-shaped crystal after they walked down a hall lined with applauding coworkers. The award has spurred continued effort and heightened the workers' sense of belonging, according to the company's vice president.

Even small gestures can go a long way in making employees feel valued. A Cleveland billing company annually presents employees with a gift on important dates, such as birthdays and anniversaries. One year, workers were honored with cookie jars and bubblegum machines. "Our people are great, and they really appreciate being recognized," said the CEO. "I think the program is one reason our turnover is so much lower than our competitors."

Call us to brainstorm a rewards program that motivates and retains your top performers!



## Show & Sell Secrets

Tradeshow exhibiting is a huge investment. Many companies spend as much as \$5 per second to be there! Here's how to make sure you don't waste one valuable minute:

**Build Traffic.** Do a pre-mailing two months before the show, letting prospects know you'll be there. Empire Communications' winning invitation included a video of customer testimonials wrapped in a toxic-waste bag marked, "Warning—this info may be TOXIC to your competitors."

**Go For Big Fish.** To entice powerful decision-makers, a consulting company sent a custom putter in three parts: the grip, shaft and head. More than 85% responded to the invitation: "Stop by our booth, and we'll put it all together for you!"

**Make News.** Hold an event in your booth to announce a new product, a fabulous improvement, or an industry breakthrough!

**Spread Your Message.** A hat or tote bag can deliver your message to every corner of the exhibit hall. One screen-printing company gave T-shirts to visitors telling them reps would cruise the show floor once an hour with \$50 bills for attendees wearing the red shirts. The floor quickly became a sea of crimson, skyrocketing brand awareness and leading to several inked deals.

**Leave an Impression.** Send your prospect home with a quality gift bearing your name that will last for years. Follow up with a standout mail piece that includes a luggage tag, compass, or light pen to make sure your message is opened first.

Need more ideas to maximize your trade show investment? Please consult with us for great ideas.



### Lagniappe

(a little something extra)

## Quotable Quotes

"It's in your moments of decision that your destiny is shaped."  
—Anthony Robbins

"Recipe for success: Study while others are sleeping; work while others are loafing; prepare while others are playing; and dream while others are wishing."  
—William A. Ward

"I always wanted to be somebody, I should have been more specific."  
—Lily Tomlin

"Life is not measured by the number of breaths we take, but by the moments that take our breath away."  
—Unknown

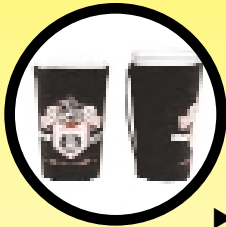
"When you find yourself in a hole, stop digging."  
—Will Rogers

Do you enjoy reading our newsletter?  
Call, fax or email us with your comments.



# New and Cool Promotional Items

► **Radio Days:** Let your 112-character message constantly scroll across this ingenious clip-n-go FM radio with earphones.



◀ **Cup O' Cool:** Koozies aren't just for cans anymore! Score points at picnics and sports events with Stadium Cup Holders, designed to insulate 12–24-ounce draft and fountain-drink cups.



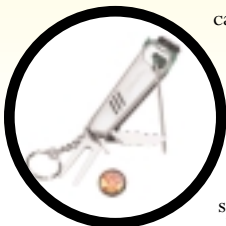
► **'Round the Clock:** Give this stylish desk clock and your clients will think of you all day long. The magnifier globe with a clock face is on one side and your custom message on the other.



◀ **Computer Vacuum:** You'll leave the competition in the dust with the latest computer gadget: a mini USB powered vacuum that cleans between the keys.



► **Power Ball:** Need to impress the hard-to-impress? Win big with three Nike Power Distance golf balls packaged in an eye-catching mesh tube bearing your name.



◀ **Tool Time:** Whether it debuts as a tournament gift or appointment incentive, the silver Divot Key Tool Holder with snap-off ball marker is in a class by itself, sporting your laser-engraved logo.



## The Riddler

YOUR CHANCE TO WIN A FREE GIFT

**Q: What occurs once in every minute, twice in every moment, yet never in a thousand years?**

Note: The first five people to correctly answer the riddle will win a free gift. Call or fax your answer (see form on back).



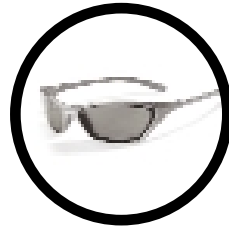
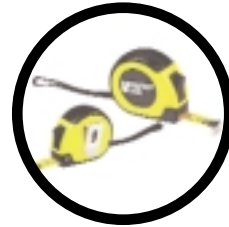
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# Capture the Referral

Nothing beats a referral for sparking new business. Sometimes getting one is as easy as asking. The Air Force Reserve used a simple but effective plan to increase the quality and quantity of its candidates. Active reservists were sent a postcard and magnet asking them to "Get One" person to consider joining. For each referral made, the reservist could choose a "Get One" gift, such as a logo'd sports bottle, tape measure or mouse pad. When a candidate actually committed, the prize level jumped to imprinted calculators, sunglasses and portfolios.

Because the "Get One" name was kept in front of reservists, they were repeatedly reminded to make referrals. In the first phase of the ongoing program, more than 1,600 additional referrals were made, and candidates signed up at three times the normal rate! Let us plan an unbeatable strategy that works for you.



# Get a Bang Out of Independence Day

Here are a few ideas to spark your sale or special offer:

● One local grocery store boosted business 25% by advertising free light-up Yo-Yo's for kids on July 4th weekend.



● A mattress company thanked July shoppers with soft star-shaped stress balls good for a 10% discount all month.



● American passion for patriotism led to a record number of test drives for a major car dealership offering "I Love to Drive America" umbrellas. From Uncle Sam top hats to patriotic matches, Independence Day is a great opportunity to light up your bottom line.

# How to Stay Young by George Carlin

- 1 Throw out nonessential numbers. This includes age, weight and height. Let doctors worry about them. That's why you pay them.
- 2 Keep only cheerful friends. The grouches pull you down.
- 3 Keep learning. Learn more about the computer, crafts, gardening, whatever.
- 4 Laugh often, long and loud. Laugh until you gasp for breath.
- 5 Surround yourself with what you love, whether it's family, pets, keepsakes, music, plants or hobbies. Your home is your refuge.
- 6 Cherish your health: If it is good, preserve it. If it is unstable, improve it. If it is beyond what you can improve, get help.
- 7 Don't take guilt trips. Take a trip to the mall, to the next county, to a foreign country, but NOT to where the guilt is.

# Dear Addy,

## ANSWERS TO YOUR PROMOTIONAL QUESTIONS

- Q:** Our company is sponsoring an outdoor concert series for the general public. How can we use the event to also impress our top customers?
- A:** Send clients an invitation a few weeks beforehand with a VIP pass and lapel pin. The pass says those who wear lapel pins to the concert will receive special gifts such as imprinted blankets, coolers, thermoses and pop-up chairs. Your customers will have a great time while noticing your goodwill to the community.
- Q:** My landscaping staff is mostly part-timers and I'm not always on-site. I'm concerned about presenting a consistent and professional image. Any ideas?
- A:** Image is very important. Consider outfitting your workers in denim shirts or caps. If they are using their own vehicles, you can also provide large removable magnets bearing the company name or logo.



Please copy and fax or mail your request

This Newsletter Provides Information and Ideas for Improving Sales, Image and Profits.

Want to make your next promotion a success? Please contact us at:

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I'm interested in:

- |  |  |
|--|--|
| <input type="checkbox"/> Direct Mail Tips    | <input type="checkbox"/> Safety Programs     |
| <input type="checkbox"/> Fund Raising Ideas  | <input type="checkbox"/> Employee Motivation |
| <input type="checkbox"/> Tradeshow Giveaways | <input type="checkbox"/> Outdoor Promotions  |
| <input type="checkbox"/> Incentives/Awards   | <input type="checkbox"/> Corporate Apparel   |

I need:  literature  pricing  samples of these products: \_\_\_\_\_

Contact \_\_\_\_\_

Company \_\_\_\_\_

Address (if different from addressee) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax/Email \_\_\_\_\_

Riddle Answer \_\_\_\_\_

- I need help with a promotion, call ASAP!
- Send me a new catalog and information on any specials.
- Thanks for the tips. Please keep me on your mailing list.