

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 can increase awareness, name recognition and lead generation. Premiums will improve customer loyalty, employee morale and productivity.

Summer/Fall 2004

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Promotional Times™

Information and Ideas for Improving Sales, Image and Profits



Seven Great Direct Mail Tips

Direct mail is a powerful method to reach prospects – when done the right way. Laura, a sales rep in Miami, booked a wave of appointments with an inventive idea. She mailed flat, foam flip-flop sandals and a note promising to help clients. **Take a giant step forward.** The fold-out footwear, bearing the company's name and phone number, dazzled recipients with its novelty and utility.

When planning your next promotion, consider these direct-mail secrets penned by marketing experts:

1. A two-time buyer is 200% more likely to buy again than a first time customer.
2. Offer installation payments for items over \$100 and you'll see sales skyrocket.
3. Forget abracadabra: FREE is the magic word.
4. Because of their high perceived value, promotional products are more effective than cash discounts.
5. Two incentive gifts are usually better than one.
6. Do a follow-up mailing two weeks after the first, and you'll increase your response rate by almost 50%.
7. Don't try to sell two things at once.

There are many creative ways to break through the clutter and get your prospects' attention. Many firms are adopting a humorous approach to emphasize their products, services and capabilities. Here are a few direct mail ideas that were very effective in generating sales:

To its top 40 accounts, an accounting firm sent large cardboard boxes emblazoned with the words *VIP, Head Honcho, Big Wheel, Top Dog and Numero Uno* in red. Each box contained a hefty surprise: a handy cheese slicer packed with a half-pound block of cheddar cheese. Copy on the inside of the box stressed the client's value as a customer.

For customers who hadn't shopped in a while, one retailer sent a mailer which included a road atlas and a note, *Are you lost?* Inside, the package included a 15% off coupon toward their next purchase. The company reported an outstanding response rate and a 30% increase in sales over the previous month!



Reach Out and Touch Someone

Do you have more business than you can handle? If you're like most of us, you can always use a few more new customers. One of the most effective and least expensive ways to cultivate new clients is using the *meet and greet* method.

Whenever you meet new people, seize the opportunity to tell them what you do. At parties and networking functions, don't assume everyone understands how your service applies to them.

Give an example of a current project to help others conceptualize the possibilities. Handing over a business card is always a worthwhile memory jogger. But a small and creative memento can cement your name and service in their mind.



The owner of a successful plumbing business carries a few custom key tags with him, even at casual gatherings. Shaped like a toilet and imprinted with, *We repair what your husband fixed*, the whimsical concept always elicits a smile and friendly response from recipients.

A muffler shop gave its customers refrigerator magnets printed with the clever message, *No appointment necessary, we hear you coming*. Others have had similar success with imprinted whistles, boxes of mints, balloons and other small mementos.

Numerous referrals and business relationships have been forged, thanks to these simple ambassadors. We can help you identify a memorable token that clearly communicates what you do. Along with your card, you won't want to leave home without it!



New Product Bonanza!

► **Canned Cool:** Not your average can cooler, this slick design is made of durable vinyl to keep drinks cold longer. Because it's tear resistant, your name will be around a long time.



► **Write on:** Leave an indelible impression with bobble-head and custom-shaped pens clients will love to hang on to. Refillable cartridges give you years of exposure.



◀ **Picture a Touchdown:** Score big with keepsake sports balls bearing a personalized full-color photo of your team. These are available in regulation and mini sizes.



► **Catch and Release:** Need a family-friendly goodie? Adults and kids will actively enjoy this set of imprinted velcro paddles and ball. A great promotion for outdoor events.



► **Thermos Cadillac:** Eye-catching and futuristic, black-chrome thermoses make treasured gifts and prizes. Since your logo is on both sides, they'll think of you no matter how they pour it.



◀ **About Time:** Send sales in the right direction with a clip-on stopwatch encased in vibrant metal. This irresistible incentive includes a calendar, alarm and carabiner clip.

► **Terry-ific Promo:** Guarantee your message will be seen with this giant towel. The soft billboard comes complete with sand anchors and a carry bag, all bearing your imprint.



Lagniappe

(a little something extra)

Quotable Quotes

Nothing changes your opinion of a friend so surely as success – yours or his.
- Franklin Jones

What we actually learn, from any given set of circumstances, determines whether we become increasingly powerless or more powerful.
- Blain Lee

When your dad is mad and asks you, "Do I look stupid?" don't answer him.
- Michael, 14



Go for the Green

Even before the Tiger Woods phenomenon, the popularity of golf has exploded. The game provides a rich opportunity to network with movers and shakers, regardless of sex or age. You can bet that golf-related products will always leave a positive impression.

Stacy, a businesswoman in Atlanta used the sport to introduce her new office to key "players" in the community. Targeted individuals were invited to a 9-hole twilight golf excursion, complete with refreshments. Guests received promotional gifts for use during and after the event. Stacy selected an upscale golf shirt, a golf safety kit and a unique golf towel with a ball-cleaning pouch.

The outing provided a valuable bonding experience and invitees couldn't hide their admiration for the gifts. Within six months, Stacy added 10 new clients and \$275,000 in new business.

Remember, golf's not just a game; it's a lifestyle and a money magnet. Check out our bagful of ideas on how you can score a hole in one!



Picnics Packed with Memories

Company picnics bring people together, show appreciation and help build loyalty.

To get the maximum mileage from your event, make sure your employees think back to what a fun time they had.

Alton Builders wanted to restore goodwill between workers and managers following a long labor dispute. The company hosted a picnic, presenting families with a *Picnic Survival Pack* filled with flying discs, visors, coolers and sunscreen – all displaying the Alton logo, picnic theme and date. Attendees appreciated the gesture, and declared the day's activities a huge success. Years later, the coolers are now used as lunch pails.

Of course, your picnic should be worth remembering. Plan games or athletic contests and offer incentives to encourage involvement. Colored t-shirts emblazoned with the company logo can serve as team uniforms. Winners can score premium prizes like imprinted watches or portable chairs, which they'll use long after the day ends.

Give us a call and we'll help with a creative theme and unforgettable celebration!



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Playing to Win

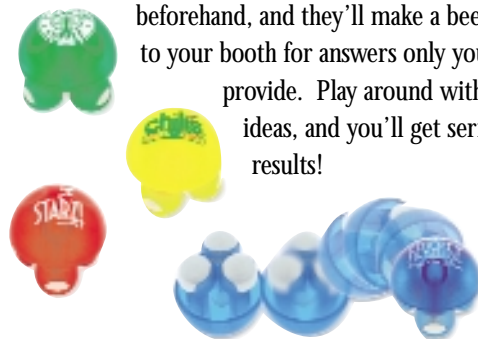
Tickle their funny bone, and people pay attention. That's why toys and games are clever, creative ways to make an impression.

Need a great ice breaker? Outfit your sales reps with a fun gift, such as a magnetic ball-and-stick building game. While the secretary or gatekeeper constructs wacky structures on her desk, she'll also be *building* a relationship with you.

Toys afford tons of opportunities for memorable messages. One massage school lured a tidal wave of clients with an imprinted box of play putty, promising *You'll be putty in our hands*. A regional hospital sent its message with a flipping toy guaranteed to land upright, saying, *We'll get you back up on your feet*.

Try using bobble-head dolls and yo-yos to shake up your team's annual retreat and to build camaraderie. The toys set a tone for creativity and open discussion. Later, they migrate to the office as stress-reduction tools.

Puzzles and games are also terrific ways to grab attention at trade shows. Send a *toughie* to prospects beforehand, and they'll make a beeline to your booth for answers only you can provide. Play around with fun ideas, and you'll get serious results!



The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: What is black when you buy it, red when you use it and grey when you throw it away?

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

Murphy's Other Laws

- ① I started out with nothing, and I still have most of it.
- ② Seen it all, done it all. Can't remember most of it.
- ③ Honk if you love peace and quiet.
- ④ You can't have everything. Where would you put it?
- ⑤ Latest survey shows that 3 out of 4 people make up 75% of the world population.
- ⑥ If the shoe fits, get another one just like it.
- ⑦ I wish the buck stopped here, as I could use a few.



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

Q: I'm planning a direct-mail campaign to drive traffic to a new website promoting our business consulting services. Any ideas?

A: **Free, valuable downloads are great incentives. Do a multiple mailing, each time sending a puzzle piece imprinted with your products and services. The puzzle pieces fit into a frame bearing the message, *For Business Solutions, call or visit [your phone and website]. Offer free puzzle solution downloads at your site – or a coupon for a free hour of consulting.***



Q: How can my pizza restaurant become a preferred destination for teens at the high school?

A: **Why stop with the students? Get the whole family to stop by after games with a cross promotion that raises money for the football team. Print up stadium cups with your logo and the team's name. The booster club can sell them for \$5 each. Cup bearers get free refills at games and your restaurant, plus a pizza discount!**



----- Please copy and fax or mail your request -----

**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:

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 www.logotex.com

I'm interested in:

- Direct Mail Tips New Products
- Fund Raising Ideas Employee Motivation
- Tradeshow Giveaways Outdoor Promotions
- Incentives/Awards Corporate Apparel

I need: literature pricing samples of these products: _____

Contact _____

Company _____

Address (if different from addressee) _____

City/State/Zip _____

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Riddle Answer _____

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- 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.