

# 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.

*Winter/Spring 2005*

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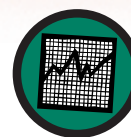
Make it a Banner Ad

## ROUTE TO:

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# Promotional Times™

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



## E-ffective, E-lectric E-mail

E-mail marketing can be an excellent revenue generating tool - and it's unbelievably inexpensive. Convincing customers to give you their e-mail addresses is the first step. Try luring them with a tempting incentive such as a desk clock-calculator or pedometer.

Once you have your mailing list, correspond regularly using special offers and useful information. Regular e-mail messages establish a relationship between you and your customers. To cut through spam and e-mail clutter, follow these rules:

1. Never e-mail customers more than once a week or less than once a month. If you do it too often you'll annoy them; less often, they'll forget who you are.
2. Make it easy for people to subscribe or unsubscribe from your list.
3. Know the best time to send your message to businesses: between 11 a.m. and 3 p.m. on Tuesdays - Thursdays.
4. Improve results by sending three variations of the same offer without repeating it exactly.
5. Create your subject line first and make it brilliant. If the message looks worthless, it won't be opened.
6. Limit each message to one compelling topic. Don't overwhelm recipients with too many ideas or they'll hit delete.
7. Nothing improves results better than freebies. Enhance your business invitations with limited-time discounts and gift offers.

A software company recently sent an e-mail blast promising a free t-shirt in a can to those who responded with an e-mail or called for further info. The message also trumpeted the possibility of winning a folding chair, explaining that those who bought the service would be entered in a sweepstakes for the chair.

Execs say the campaign produced nearly 80 valuable leads and several sales so far. Plus, the t-shirts continue to advertise the company name.

Create solid e-relationships, and you'll create revenue. Give us a call for great ideas.



# Do Giveaways Work?

You're about to invest your entire marketing budget on a big tradeshow exhibition. Should you spend even more money on giveaways? Georgia Southern University conducted a study at four tradeshows, polling attendees for their reaction to promotional products. Seventy-two percent of people who received a gift



remembered the name of the company that gave it to them (even after a long day on the tradeshow floor). Seventy-six percent said the company made a favorable impression.



Time is short at tradeshows, so give attendees a compelling reason to seek out your booth. **Promotional products announce your presence, carry your message, and spur follow-up action.**



Try the classic half-and-half tactic: Do a pre-show mailing and send only half a promotional piece to prospects. If they want the other half, they must pick it up at your booth. A manufacturer of combines mailed a pewter belt buckle bearing a tractor image to a targeted list of 150 for a national farming show. A letter announced that visitors to the booth would get a leather belt. The company

had a phenomenal sixty-five percent response rate, resulting in thousands of dollars in additional sales.

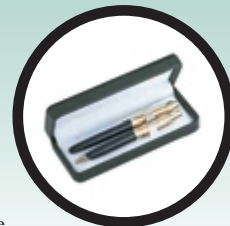
You can also tease attendees right at the show. A marketing company left 2,000 coin-holders labeled "Isn't it time for change?" at various locations around the tradeshow floor. Those who brought a coin-holder to the booth received a nice wallet. The firm collected 454 leads - a six fold increase over the year before.

Whatever the item selected for pre-show promotion, it must be a clear tie-in with your company. Choose a useful gift that reflects the image you want to portray. We can help. Call us for a bonanza of great ideas.

# Lesson in Motivation



It's no secret that online training can increase employees' sales power and effectiveness. However, getting them to participate isn't always easy. Microsoft discovered incentives could make a tremendous difference in motivating its licensee resellers. The software giant used flashlights and pens to introduce a rewards program that included online training. Statistics showed those who completed the education enjoyed sales that were 30% to 300% higher than those who didn't.



Salespeople received a small reward, such as a carabineer/flashlight keychain, for completing each phase of the online course. As recipients sold more licenses, they earned points toward more luxurious items such as camping equipment and leather jackets.

Microsoft's investment paid off an incredible 40-1. More than one-third of eligible staffers participated, with sales soaring 50% higher for two consecutive quarters.

Could a motivational program enrich your business? Call us today for a consultation.



## Lagniappe

(a little something extra)

## Quotable Quotes

*Don't do anything in practice that you wouldn't do in the game.*

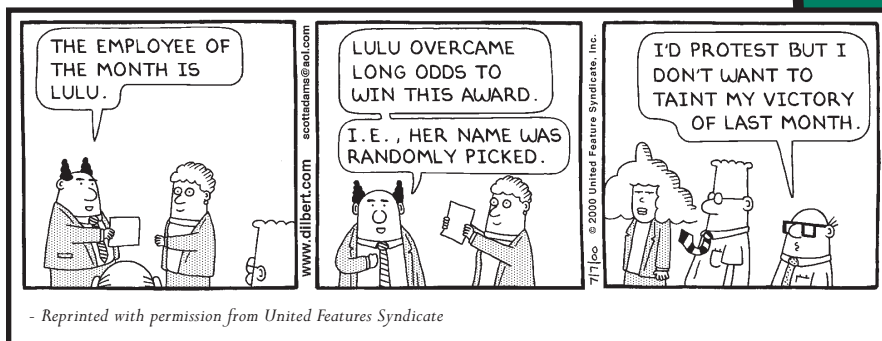
— George Halas

*Luck is what happens when preparation meets opportunity.*

— Coach Darrel Royal

*Carpe per diem - seize the check.* — Robin Williams

*Humble people don't think less of themselves, they just think about themselves less.* — Unknown



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# What's New and Hot

### ▶ Travel Bag

Use the zip-off security pouch of this deluxe canvas bag as a direct-mail piece, enticing recipients to visit your tradeshow booth to get the rest of the bag.



### ◀ Tempting Apple

Take a bite out of the competition! Offer a translucent red apple where customers can save their pennies.

### ▶ Read Our Lips

Hook up a cell phone to this wacky-looking gadget and you've got a speaker with metallic lips that move in synch to the caller's voice. Great for conference calls.



### ◀ Multiply Goodwill

They'll never lose their calculator again with the handy carabineer version that snaps onto backpacks and hangs off knobs, etc.

### ▶ Timely Impact

Reward top employees and customers with a top-quality watch of daring design featuring your logo on the face.

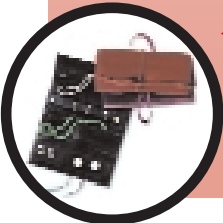


### ◀ Make an Entrance

Welcome your customers with logo'd floor mats. These attention getting mats serve double-duty since they also keep floors clean and safe while promoting your name.

### ▶ Long-lasting Impression

Invest in shrink and fade-resistant polo's that don't need ironing, despite being 100-percent cotton. They'll last four times as long as inexpensive versions.



### ◀ Lady-like

Impress businesswomen with an unusual gift they'll use and appreciate: an embossed lambskin or cowhide jewelry roll for use when traveling.

# Did You Know Promotional Products Can...

- Promote a new branch opening?
- Introduce new products?
- Motivate employees?
- Get new customers?
- Stimulate your sales meeting?
- Motivate customers to purchase?
- Build awareness or an image?

**Call us today and let us use our creativity and product knowledge to help you with your next project!**



## The Riddler

YOUR CHANCE TO WIN A FREE GIFT

**Q: What starts with "e" ends with "e" and contains only one letter?**

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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# Make it a Banner Ad

Looking for a new mode of advertising? Expose your business to Internet users with an attention-grabbing banner ad. The ads, which appear on relevant commercial or search engine pages, allow prospects to click directly to your website.

Effective banner ads are colorful, clever, and animated. Other ads will be competing on the same page, so ensure yours is the one viewers notice first. Here's a tip: Promise the consumer a bonus, such as free shipping or a gift, for clicking onto your site. Numerous studies prove the technique significantly increases click-through rates for banner ads.

A plumbing company crafted a banner ad depicting a man chasing a drop of water. Though the ad was attention-getting, business really gushed in when an incentive was added. First-time customers were offered a free shower radio or pocket multi-tool, prompting a flood in website visits, and ultimately quadrupling the number of actual customers.

# Dear Addy,

## ANSWERS TO YOUR PROMOTIONAL QUESTIONS

**Q:** How can we reach local businesses and encourage them to store their records and goods with our self-storage facility?

**A:** Encourage your manager to set aside one day a week to personally visit prospects in the market area. Arm them with refrigerator magnets, novelty pens, or candy-filled jars printed with the facility phone number and logo to give away as a free gift. These items have an amazingly long life in an office setting. When storage is needed, they'll remember your commitment to providing service and have the contact information handy.



**Q:** I'm concerned about missed calls to my apartment-rental office. Frequently, staff members are out showing property and we have limited office hours. How can we convince more prospects to leave call-back information?

**A:** You're right. Statistics show only 30% of callers will leave a message on an answering machine. This means 70% will call your competitors until they get a person on the phone. Your outgoing message needs to be friendly, compelling, and motivational. Throw in an incentive to tip the scales as they're deciding whether to just hang up: For touring our property, you'll receive a free travel mug or thermos to make your search a little easier.



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:

604-255-7515  
Fax: 604-255-7458  
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www.logotex.com

I'm interested in:

- Direct Mail Tips
- Fund Raising Ideas
- Tradeshow Giveaways
- Incentives/Awards
- New Products
- Employee Motivation
- Holiday Gifts
- Sales Promotions

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

Contact \_\_\_\_\_

Company \_\_\_\_\_

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

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

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

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



"Logotized Products For Your Business"

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Vancouver, BC  
Canada V5L 2G7

- 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.