

# SEVEN REASONS WHY PROMOTIONAL PRODUCTS OUTPERFORM OTHER ADVERTISING

Every year you are faced with determining which medium is the best to advertise and promote your business and its respective products and services. How do you decide what advertising to use and when to use it?

You yourself receive thousands of advertising messages competing for your attention. Which ones do you remember and for how long?

The advertising and promotions you use are very unique to your business and should be linked to your business objectives and the tactical strategies you believe will help you accomplish your goals. Without understanding your industry challenges and business objectives it would be difficult to suggest the perfect advertising promotion for your business.

With countless advertisements fighting for public notice, it is important to create an advertising and promotional plan that will stand out amongst the rest. Newspapers, magazines, television, radio, outdoor media, and the internet all have features and benefits that have delivered less than expected for many customers because of some key disadvantages.

- A) Newspapers provide little demographic selectivity and are difficult to incorporate an advertisement that will pop out on all those black and white pages.
- B) Magazines do not present a sense of urgency – they are generally mailed monthly, so consumers have a month to finish reading the publication before they receive a new copy. Also, by the time negotiations are made to put an advertisement in the press, it may be some time before it finally gets printed and sent to the public.
- C) Radio advertisements have little to no visual experience, therefore leaving the listener to imagine what the product/service looks and feels like.
- D) Outdoor media is a one-shot deal and either makes a large impression or does not attract any interest at all. Large billboards display as much information as possible about the company without providing too much distraction with added details. Since drivers speed by countless billboards during their commute, it is very difficult to create an ad that attracts a person within seconds and maintains their interest for further reference.
- E) Direct Mail must be repeated many times to generate a response and can be mis-received.
- F) Television advertisements are only shown during breaks of the television shows. This, however, is also a crucial time for television-viewers to get up for a snack or talk between show periods. DVR's and TiVo's allow skipping of ads altogether so many of the television commercials are lost in the atmosphere.
- G) Internet advertisements rely heavily on the “click-through” process from banner ads; a person must click on the advertisement in order to receive any information. Also, although much of the population has some connection to a computer, not all computer users access the Internet – thus leaving out an important portion of potential customers.

If you have been disappointed with your return on investment on some of these traditional forms of advertising consider developing your next marketing campaign around these important Benefits;

1. More Focus on the Target Audience
2. Relative Low Expense
3. Engages Multiple Senses
4. Stand-out over Commercial Clutter
5. High Recall Rate
6. Long Useful Life
7. Gifts & Awards have Special Meaning

Promotional products can offer high demographic selectivity so that the sender can target the audience to promote their products to. Since they are not sent out on a regular basis, consumers are relatively surprised when they receive a unique product. Promotional products also offer an advertisement that lasts as long as the product itself – most people would not throw out a pen with an ad on it if it was still usable. Though many promotional products come in the mail with a stack of other mail, they have the ability to stand out among the rest because of its different shape, size and color in comparison to all the white letters and envelopes. The visualization of the product is at the receiver's hand, and if executed effectively, will bring a positive picture and message of the advertised product to the viewer's mind.

Spending time with a Promotional Products Consultant to assist you with the development of a specific campaign which calls your audience to action can result in response rates that are more than three times more effective than the forms of advertising and promotions you have used in the past. Developing creative, quantifiable, and successful marketing campaigns that generate the type of results you desire takes time and experience to develop. If you want to work with a Promotional Products Agency experienced in development and execution of these types of campaigns contact Ed Doll at Print Communication Solutions.