

# MyPromoPlan Guidebook

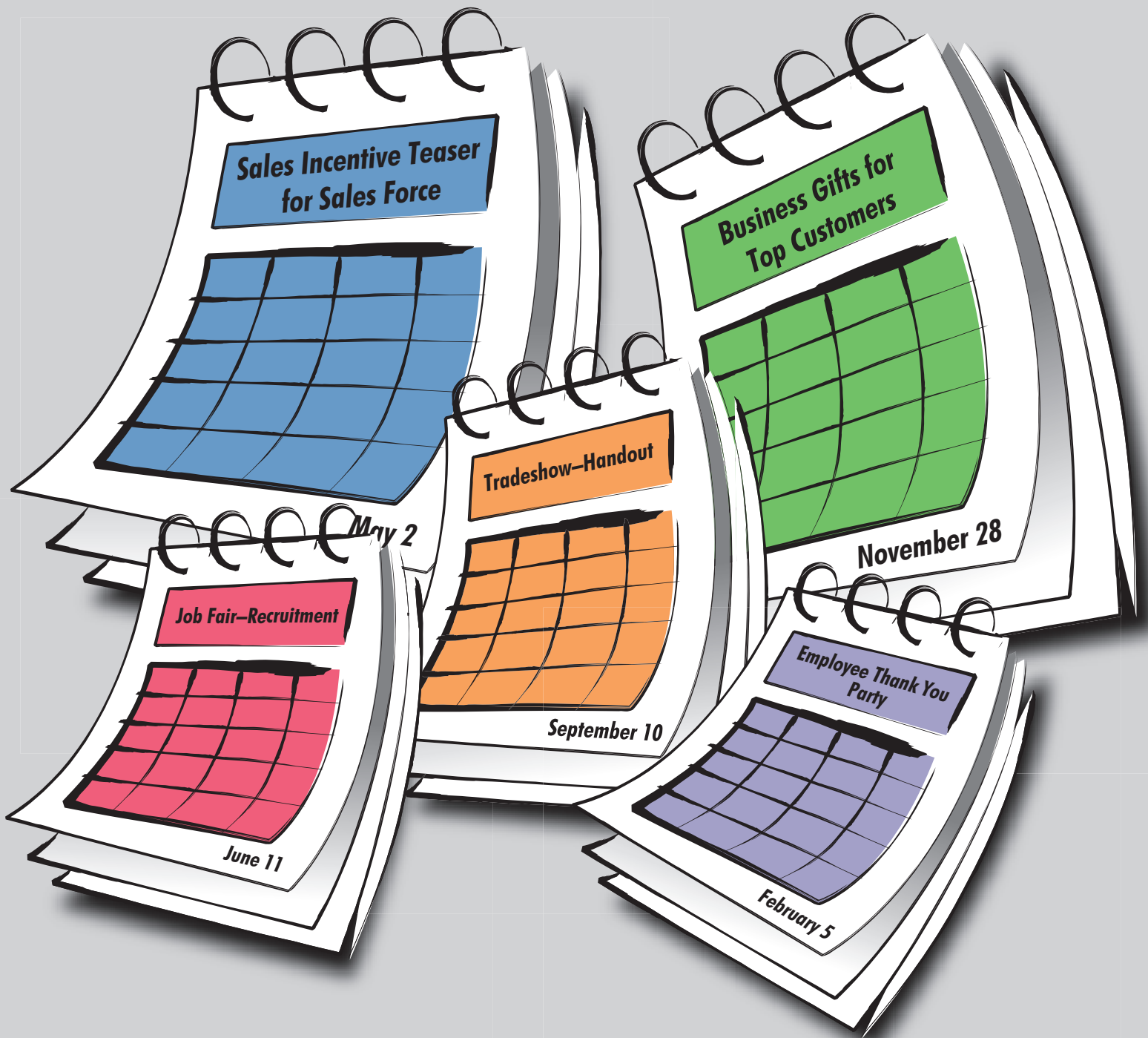
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# PLANNING Calendar

Strategically plan your promotional spend



# Year at a Glance

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# the Power of LEVERAGING Promotional Products

## **Business Gifts –**

Customers, partners, suppliers, customer relations, seasonal gifts, “thank you for doing business with us.”

## **Trade Shows –**

Pre-show marketing, at the show handouts, post show follow-up, conferences, conventions, meetings.

## **Brand Awareness –**

Direct mail, business to business or consumer marketing, incentives to create awareness with employees of a company’s brand promise or mission statement.

## **Employee Relations & Events –**

Recruiting, new hire packages, retention programs, milestone awards, recognition awards.

## **Public Relations –**

Promoting to new and existing markets, awareness about improvements (i.e. quality resolutions or service improvements).

## **Dealer/Distributor Programs –**

Sales incentives, pricing incentives, merchandising incentives, co-op promotions.

## **New Customer Account Generation –**

Incentives to move business, open house, plant tours, referral rewards.

## **New Product/Service Introduction –**

Communication of new products or services, incentives to test.

## **Internal Programs –**

Quality programs, health and wellness, learning and education, training, sales contests, corporate store programs.

## **Employee Service Awards –**

Attendance, anniversary programs, greatest increase in sales, cost saver award, new initiative award.

## **Not for Profit Programs –**

Sponsorships, fund raising, schools/colleges.

## **Customer Referral –**

Incentives for submitting referrals, thank you gifts.

## **Safety/Education –**

Incentives for attending classes, incentives for decreasing out of work time for safety issues, incentives for submitting ideas that are then implemented.

## **Marketing Research –**

Web-based questionnaires with product sent for filling out, bouncebacks on direct mail.