



**gephart**  
marketing solutions

The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation. Awards and premiums will improve customer loyalty, employee morale and productivity.

*Fall/Winter 2009*

2

#### INCENTIVES & REWARDS

Turn Your Employees Into Brand Ambassadors

#### MARKETING TIPS

Make Social Media Work for You

#### LAGNIAPPE

Quotable Quotes

3

#### PRODUCT SPOTLIGHT

Make a Date for Year-Round Branding  
New and Notable

#### SUCCESS STORIES

A Profitable "Plan B"

#### THE RIDDLER

Your Chance to Win a Free Gift

4

#### DEAR ADDY

Answers Your Promotional Questions

#### CREATING GOODWILL

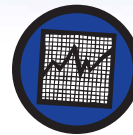
Show Your Care

#### ROUTETO:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# Promotional Times™

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



## Four Ways to Generate Leads Fast

Many of your competitors have cut back on marketing to new prospects which makes this an excellent time for you to reach them! Here are some easy, cost-effective ways to gain new leads:

- 1. Send a postcard.** Postcards are a simple, economical way to reach new prospects. Use an attention-grabbing image and headline on the front and state your offer quickly on the back. Increase responses by offering a free gift like a digital photo frame, a trendy fleece jacket or a travel mug when recipients call for more information or place an order.
- 2. Show them what you can do.** Hold a free workshop, either online as a webinar or in-person at your office or store. Instead of handouts, give attendees logo'd flash drives pre-loaded with information from the workshop, your digital catalog or price list, contact information and other helpful data.
- 3. Partner up.** Team up with other companies to cross-market your businesses. A caterer can partner with a florist, for example, and real estate agents with contractors and banks. Think about the businesses your target audience frequents, and then ask them to hand out your logo'd pens, pencils, magnets, notepads or mugs in return for you promoting their company.
- 4. Provide useful information.** Attract new leads with how-to articles and case studies. Post them on your website and follow up by sending an imprinted magnifying glass, pack of sticky notes, or an oversized binder clip to everyone who downloads a copy.



Following these steps will help you gain new leads now and get your name in front of prospects who may be ready to do business with you later. Contact us today for great promotional ideas that will boost the results of your lead-generating campaign!



# Turn Your Employees Into Brand Ambassadors

There's an easy way to motivate and thank your employees while also reinforcing your brand: give them plenty of logo'd products they can wear and use with pride.

One staffing firm, for example, gives its new hires a gift bag of imprinted items, including a large mug, attractive pens and a notepad. The temporary workers then use these items while working on-site at the client company, further reinforcing the brand. The promotional items are also used by the sales team as leave-behinds.

The opportunities are almost limitless, from knit and polo shirts to pencil cups, business card cases, water bottles, key tags and portfolio pads. We can work with you to create a gift bag that will build employee pride, make your staff feel valued, and get great exposure for your brand.



## Lagniappe (a little something extra) Quotable Quotes

*Don't let what you can't do interfere with what you can do.*  
— Unknown

*Too many people begin talking before they have something to say.*  
— Dave Mason

*Think big thoughts but relish small pleasures.*  
— H. Jackson Brown Jr.

*If your dog is fat, you aren't getting enough exercise.*  
— Unknown

*Everywhere is within walking distance if you have the time.*  
— Steven Wright



# Make Social Media Work for You

Social media is one of the fastest-growing ways to reach prospects and strengthen your relationship with existing customers. Anyone can use it, and most social media sites are free.

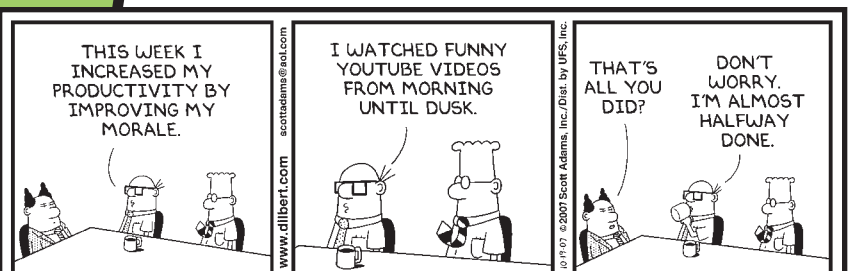
Maximizing your efforts, however, requires careful planning. We've put together some tips to help you get the most from your social media marketing:

- **Choose carefully.** There are many social media options, including networking sites like Facebook, LinkedIn and Plaxo; video- and photo-sharing sites such as YouTube and Flickr; microblogging on Twitter and writing a blog on your company website. Determine which options best match your goals, target audience and available resources.
- **Plan ahead.** Make social media part of your marketing plan and be consistent with your efforts and message. Assign staff members to update your content and monitor what people are saying about your industry, your company and your competition.
- **Focus on building relationships.** Social media is about making connections and offering value. Engage your online community with useful, compelling information and advice.
- **Make it fun.** Use social media to promote events and offer free gifts and special incentives. Dunkin' Donuts awarded prizes to Facebook fans who posted a photo of themselves holding one of the chain's signature coffee drinks. Southwest Airlines gave a gift basket of logo'd products, including a shoe-shine kit and can coolers, to its 20,000th follower on Twitter.
- **Spread the word.** Promote your social media efforts by printing your URLs on high-visibility, useful desk and computer items like a USB hub, mouse pad or monitor mirror.



When planned right, social media marketing can really pay off for your business. We can help you enhance your social media campaigns with great promotional items. Just give us a call to get started.

# connected



- Reprinted with permission from United Features Syndicate



# Make a Date for Year-Round Branding

Most people have several calendars and look at them every day. That makes calendars a great promotional item, whether you choose a wall, desk blotter, magnet or pocket calendar. Start the new year off right with these unique options:

**Stick It Up** – This full-color calendar includes a detachable magnetic business card that keeps your contact information visible long after the year ends.

**Fold It** – A tri-fold calendar is easy to mail. These attractive calendars include a mailing envelope and can be customized with your advertising copy. Send one every fall for a promotion your clients will look forward to.

**Endless Promotion** – This handsome polished silver perpetual calendar can be used forever, so it makes a great thank-you, birthday or anniversary gift any time of year.



# New and Notable

Once again, we've rounded up some of the season's most interesting promotional items:



**Say it with Flowers** – Keep the celebration growing with seeded confetti. Each tube contains seeds for 12 varieties of flowers, planting instructions and a promotional message. Perfect for garden centers, wedding planners, bridal shops, event venues, new store openings, corporate anniversary celebrations, holiday parties and much more.



**Totes for Tots** – Kids will love decorating and using this eco-friendly cotton tote bag. It comes with six tubes of fabric paint and is a great giveaway for schools, daycare centers, pediatricians, dentists, restaurants, libraries and grocery stores.



**Flip it** – This handy, contemporary desk accessory has an alarm clock with the day, date and temperature on one side. Flip it over to use the full-function calculator on the other side.

# A Profitable "Plan B"

Due to budget cuts, one hospital foundation lacked the funds to throw its annual gala fundraiser this year. Rather than cancel the event completely, however, the foundation mailed a special "gala kit" to its supporters.

The kit contained items recipients could use to throw their own "gala" at home, including coasters, napkins, a music CD and recipes for elegant party food and drinks. The campaign is still running, and the foundation says it has been a huge success.

If the tough economy has cut your budget for an annual event or other tradition, there's no need to cancel all the fun. We can help you create an enjoyable promotion that will have everyone talking!



## The Riddler

YOUR CHANCETO WIN A FREE GIFT

**Q: What 7-letter word becomes longer when the third letter is removed?**

Note: The first five people to correctly answer the riddle will win a free gift. Email, call or fax your answer (see form on back). Answer to last issue's riddle: incorrectly



# Show You Care

Promotional items can go a long way toward improving your relationship with employees and customers, and with a little thought and planning, your promotions can also establish you as a company that cares. Following are some key health observances coming up this fall and winter. Try running a promotional campaign for one of these important causes and watch your reputation as a good corporate citizen soar.

**Breast Cancer Awareness Month** (October). This is the ideal cause for companies with a significant number of female employees or customers, although it is relevant for everyone since most men have a mother, wife or daughter. In October send a mailer to customers letting them know your company supports breast cancer research. Include imprinted premiums such as a pink pen with a cause ribbon icon on the clip, a pink silicone bracelet, or relaxation scented hand lotion.

**Dental Hygiene Month** (October). Dentists can make big waves with customers this month by giving premiums that promote good oral hygiene as a part of Dental Hygiene Month. Encourage brushing and flossing with an imprinted tooth brush, dental floss or travel pack combination.

**National Healthy Skin Month** (November). Dermatologists, companies whose employees spend time in the sun, outdoor sports teams and schools will all benefit from promotions that send a message about preventing sunburn and taking care of your skin. Give the gift of healthy skin with these gifts: an outdoor skin care kit including lip balm sunscreen, and aloe gel.

## Dear Addy,

### ANSWERS TO YOUR PROMOTIONAL QUESTIONS

**Q:** What are some good ways to motivate my tradeshow staff throughout the upcoming show season?

**A:** Before you leave for the first show, give your employees stylish luggage tags and suitcase locks. At the booth, hand them care packages with branded hand sanitizer, stain-remover sticks, sewing kits and travel-size lint rollers. Then thank everyone for a hard day's work by leaving a basket of delicious goodies and comfortable flip-flops or slippers in their hotel room.

**Q:** Our company wants to do something different for our holiday gifts this year. Any suggestions?

**A:** Many people spend more time in the kitchen during the cooler months, so an apron, oven mitt, cutting board and logo'd sauces and spices are thoughtful gifts. Those who don't cook would appreciate a wine set or cheese board.



----- 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:

**David Gephart**  
Tel: 919-732-6464  
Fax: 919-732-9953  
[dave@gephartmarketing.com](mailto:dave@gephartmarketing.com)

I'm interested in:

- Lead Generators       Employee Motivation
- Green Promotions     Apparel
- Tradeshow Giveaways  Fall/Winter Promotions
- Incentives/Awards     New Products

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

Contact \_\_\_\_\_

Company \_\_\_\_\_

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

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

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



**gephart**  
marketing solutions

P.O. Box 669  
Hillsborough, NC 27278