



**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.

*Spring/Summer 2009*

2

**INCENTIVES & REWARDS**

Motivating Employees During Tough Times

**MARKETING TIPS**

A New Angle On Event Sponsorship

**THE RIDDLER**

Your Chance to Win a Free Gift

3

**PRODUCT SPOTLIGHT**

Drink Up the Sales  
New, Unique and Green

**SUCCESS STORIES**

A Sporty Summer Promotion for Kids

**LAGNIAPPE**

Quotable Quotes

4

**DEAR ADDY**

Answers Your Promotional Questions

**MISC STUFF**

Sign of the Times

**ROUTETO:**

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

# Promotional Times™

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



## Get More From Your Customers

In a recent study, 76% of senior marketers said they were not maximizing the revenue potential of their current customers. Since gaining a new customer is significantly more expensive than selling to an existing one, these companies are missing out on a very cost-effective source of business. Here are some easy ways to get more from your current client base:

- Make it personal. Take the time to listen to your customers, and then use that information to anticipate their needs. This personal attention will make you stand out from the competition.
- Ask how you're doing. Soliciting feedback has two benefits: your customers will feel valued, and you will gain important input. Show your appreciation with a memorable gift such as a tape measure (to thank them for telling you how your company "measures up") or a magnifying glass (to thank them for their insight).
- Say thanks. Reward your loyal customers with preferred rates, discounts or exclusive coupons, and occasionally surprise them with a thank-you gift. Great gift ideas include a photo frame, flash drive or wireless mouse.
- Stay in touch. Phone calls, e-mails, newsletters and handwritten notes are all great ways to stay top of mind with your customers. Include something useful, such as an article about their industry or contact information for a new lead.

The extra effort you put into selling to your current customers can have huge dividends, and we can help you come up with some great ways to reach them. Just call us for details today!





## Motivating Employees During Tough Times

Keeping your employees happy and focused during turbulent times can be a challenge. Here are some tips for boosting morale and productivity:

- Be open and honest. Keep your employees updated on the business and your expectations. This lets your staff know that you respect them and will help to build their trust. It will also quell rumors and speculation, both of which can impact productivity and morale.
- Stay calm and optimistic. Don't vent to your employees. If you are worried or stressed, talk with a trusted friend or advisor instead.
- Be available to listen. When your employees approach you to talk, give them your undivided attention. Acknowledge and address their concerns.
- Show your appreciation and build team spirit. Help employees show their company pride with imprinted shirts, outerwear or portfolios. You can also say thank-you with a gift card, lunch bag or journal. A basket of fruit, nuts or a tin of popcorn for the office to share would also be a great spirit-booster!



Happy workers are more productive workers. Contact us for some additional ideas for keeping your employees content!

**The Riddler**  
**YOUR CHANCE TO WIN A FREE GIFT**  
 Q: What word can be written forward, backward or upside down, and can still be read from left to right?

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: A Match



## A New Angle On Event Sponsorship

Looking for something different in an event sponsorship? Companies like BlueCross BlueShield and Dunkin' Donuts have been hopping on a new trend: sponsoring event volunteers.

Volunteers are already passionate about the cause they are working for, so sponsoring them is **a great way to gain positive brand awareness and goodwill** among an enthusiastic group. Plus, because many event organizers don't offer pre-packaged volunteer sponsorships, this can be a good opportunity to design a program that works best for you and your budget.

You can sponsor a registration area or rest tent, complete with logo'd pens, bottled water, tissue packs and sun-care kits. Or, create uniforms for the volunteer staff with imprinted hats or visors, polo shirts and jackets — items they will continue to appreciate and wear long after the event is over.

Let us help you create a memorable and meaningful event sponsorship.



<p>ALICE, OUR BUDGET IS TIGHT SO I'VE BEEN ASKED TO REWARD YOU WITH NON-MONETARY COMPENSATION.</p> 	<p>DO YOU KNOW KEN IN MARKETING?        YOU CAN PUNCH HIM AS HARD AS YOU WANT.</p> 	<p>DOES KEN KNOW ABOUT THIS?        PEOPLE LOVE SURPRISES.</p> 
--	---	--

www.dilbert.com scottadams@aol.com 5-24-04 ©2006 Scott Adams, Inc./Dist. by UFS, Inc.

- Reprinted with permission from United Features Syndicate

COPYRIGHT© 2009. Reproduction of this newsletter is prohibited without prior permission. Assistance provided by Competitive Edge Communications; info@promotimes.com



# Drink Up the Sales

Everyone uses drinkware and it never goes out of style, which means that it's always a great promotion or thank-you gift. Check out the suggestions below and then make your drinkware promotion extra special by adding fillers like coffee beans, tea bags or candy.

**Get a Grip** – This distinctive retro-design tumbler features slotted finger grips, making it perfect for anyone on the go.



**Shake It Up** – Give the gift of summer fun with this classy margarita set. It comes with margarita mix, a glass and a shaker etched with your logo.



**Handy and Healthy** – Your clients and employees will appreciate this convenient BPA-free sports bottle. It includes a freezable insert to keep drinks icy cold.



# New, Unique and Green

You may be surprised at the wide range of green promotional products now available! Help your clients and employees celebrate Earth Day every day with these eco-friendly items:



**Singing in the Rain** – This umbrella will keep Mother Nature and your clients happy on a wet day. It's made from 100% recycled PET fabric with an environmentally friendly bamboo shaft and handle.



**In The Bag** – Show your thoughtfulness with a durable biodegradable plastic bag that leaves no harmful residue in the soil. Perfect for retail, healthcare, education, camps, restaurants and tradeshows.



**Add It Up** – This calculator runs on water instead of batteries! Makes a great conversation piece for any office worker.

# A Sporty Summer Promotion for Kids

Doubletree Hotels leveraged its U.S. Olympic Team sponsorship last summer with sports-themed premiums for its youngest guests.



Kids from ages 3 to 12 were given care packages of summer travel items in a sling backpack. Each backpack contained a frisbee, hacky sack, playing cards, crayons and an activity book with Olympic-related trivia and word searches. The promotion made a positive impression on kids and their parents.



Why not consider a similar care package for your next promotion? Adults love them, too! It's a great way to build goodwill, and they are perfect for corporate events, back to school, day care centers, movie theaters, sports teams and much more.



We can help you develop a theme and select memorable promotional items. Just give us a call!

Lagniappe  
(a little something extra)

## Quotable Quotes

*What's money? A man is a success if he gets up in the morning and goes to bed at night and in between does what he wants to do.*

– Bob Dylan

*I'm an excellent housekeeper. Every time I get a divorce, I keep the house.*

– Zsa Zsa Gabor

*Advice is what we ask for when we already know the answer but wish we didn't.*

– Erica Jong

*Work eight hours and sleep eight hours and make sure that they are not the same hours.*

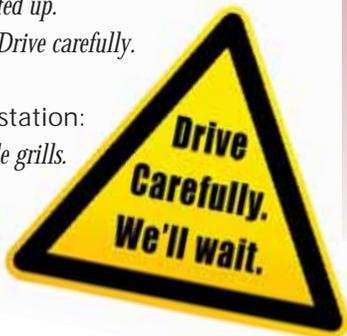
– T. Boone Pickens



# Sign of the Times

These are actual signs seen around town:

1. Pizza restaurant: *Buy our pizza. We knead the dough.*
2. Tire shop: *Invite us to your next blowout.*
3. Towing company: *We don't charge an arm and a leg. We want tows.*
4. Optometrist: *If you don't see what you're looking for, you've come to the right place.*
5. Taxidermist: *We really know our stuff.*
6. On a fence: *Salesmen welcome! Dog food is expensive.*
7. Restaurant: *Don't stand there and be hungry. Come on in and get fed up.*
8. Funeral home: *Drive carefully. We'll wait.*
9. Propane filling station: *Tank heaven for little grills.*



## Dear Addy,

### ANSWERS TO YOUR PROMOTIONAL QUESTIONS

- Q: I'm looking for some useful incentives for the members of our sales team, who are on the road a lot. Can you help?
- A: **I bet your road warriors would appreciate a laptop bag or a charging station for their cell phone and MP3 player. A travel kit is also a great gift for employees who log many air miles. The one shown here has an inflatable travel pillow and a micro-fleece blanket in a convenient carrying case.**
- Q: With the economy the way it is, we're taking a close look at every item in our budget. Are promotional products still a good investment?
- A: **Absolutely! In fact, a survey by the Advertising Specialty Institute found that 84% of business people remember the advertiser on the promotional products they have. Low-cost, useful items like bookmarks, jar openers, potholders, can coolers, and eyeglass and cell phone wipes are always appreciated, especially when your competitors are cutting back on their promotional activity.**



----- 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**



**gephart**  
marketing solutions

P.O. Box 669

Hillsborough, NC 27278

I'm interested in:

- Lead Generators       Employee Motivation  
 Safety Promotions     Apparel  
 Tradeshow Giveaways  Summer 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 \_\_\_\_\_