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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 2008

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# Promotional Times™

Information and Ideas for Improving Sales, Image and Profits



## Boost Your Business With Green Promotional Products

The "green trend" continues to be hot, with more and more consumers concerned about the environment. That's why eco-friendly promotional items are a great way to build brand awareness and generate customer goodwill, all while helping the environment. These products also have a high perceived value, making them a win-win choice.

With a rapidly expanding assortment of products to choose from, it's easier than ever to go green! Here are some options to consider:

- **Recycled:** There are a wide range of recycled and recyclable promotional products available, including golf balls, pens, key chains, yo-yos, sports bottles, mouse pads, notebooks and much more. These pencils made from recycled denim and currency are great attention-grabbers.
- **Biodegradable:** Biodegradable corn plastic is a popular option and there are a large number of items made from it, including mugs, golf tees, ice scrapers, letter openers and rulers.
- **Organic:** Choose from organic food items like coffee and tea, or personal care items such as lip balm and lotion. Organic apparel is very trendy, with t-shirts, hats and more available in organic fibers.
- **Other eco-friendly items:** Grocery totes and other reusable bags reduce the need for disposable plastic bags. Hand-crank or squeeze flashlights and radios that don't require batteries are also great options.

We can help you find the perfect green products for your next promotion. Give us a call today!





## New and Unique Products

We're always on the lookout for the newest and most interesting promotional products!

**Drink Up** – These colorful, eye-catching polycarbonate bottles have two imprint locations: the bottle itself and the Neoprene insulated sleeve. Features a flip top, drink-through lid and an attractive design. You can even mix and match bottle and sleeve colors for a distinctive look.

**Set the Stage** – This versatile, high-quality speaker set works with any MP3 player. It uses batteries and folds up to fit in a tote or briefcase, so you can take it anywhere!

**Take the Time** – Why use an ordinary desk clock? This hardworking multi-functional clock features world time, a 100-year calendar, an alarm clock, countdown time, a calculator and a picture frame.



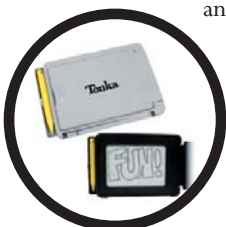
## It's All Fun and Games

Toys make great promotional items for any business catering to children, including day care centers, pediatricians' offices and family restaurants. Games and toys aren't just for kids, though — adults love them, too! These entertaining toys are sure to bring a smile to your customers' faces, no matter how old they are.

**Signs Point to Yes** – Give your customers the answers they need! You can customize the answers in this magic answer ball. Makes a great tradeshow giveaway.

**Doodle Away** – Get creativity flowing with a magic slate! The protective cover provides a large surface for your logo or message.

**Start Your Engines** – These irresistibly fun remote-controlled mini racers will drive home your message. Perfect for kicking off a sales contest or other employee challenge.



## A Picture-Perfect Promotion

One company looking for something different to give the attendees at its conference in Aruba used logo'd digital picture frames.

To make the gift even more personal and memorable, the company pre-loaded each frame with photos of the event and the recipient.

Like the idea, but have a smaller budget? Digital picture viewer key chains make a terrific gift, too! Both types of frames are great as tradeshow, conference and incentive trip giveaways. They're also a natural fit for photographers, wedding and event planners, realtors and more.



### Lagniappe

(a little something extra)

## Quotable Quotes

*Informed decision-making comes from a long tradition of guessing and then blaming others for inadequate results.* – Scott Adams

*I honestly think it is better to be a failure at something you love than to be a success at something you hate.* – George Burns

*Formula for success: rise early, work hard, strike oil.* – J. Paul Getty

*Don't itch for things you're not willing to scratch for.* – Unknown

*Men who have a pierced ear are better prepared for marriage - they've experienced pain and bought jewelry.*

– Rita Rudner



# Reducing Workplace Stress

Stress is all too common in today's fast-paced, 24/7 world, and it comes with a high cost. Research shows that stress lowers your immune system and is a contributing factor to many chronic conditions and diseases, including heart disease, headaches and ulcers.

An increasing number of companies are implementing wellness programs in an effort to reduce rising health insurance costs. We've put together some tips for reducing stress levels in your workplace and increasing employee health and morale:

- See if your health insurance company offers stress-management programs. Encourage employees to attend by handing out CDs of relaxing music, aromatherapy products, stress relievers or this new pen that's also a pressure point massager!
- Promote healthy choices. You can provide fresh fruit in the break room, hold a lunch 'n learn with a local nutritionist, or sponsor a healthy cooking class. Make it more fun by handing out aprons and cookbooks with your company logo.
- Offer on-site exercise classes, such as yoga, tai chi or aerobics. Or, start a company softball, soccer or basketball team. Give participants logo'd jerseys, towels, gym bags or water bottles.
- Create a place to unwind. One local company turned an unused conference room into a stress-reduction room, with low lighting, a sound machine and a massage therapist available once a week.



Contact us for more ideas on keeping your employees stress-free, healthy and happy!



# Generate More Business Through Customer Referrals

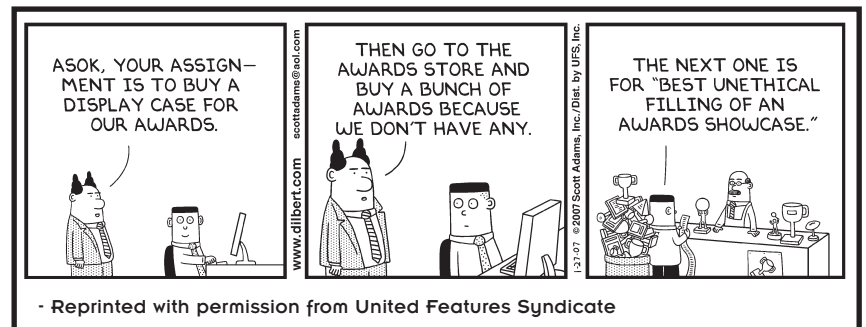
Customer referrals are a very effective way to grow your business. Studies show that people trust a recommendation from someone they know more than they trust an ad.

A customer referral program is easy and inexpensive to implement. Here is some advice for getting started:

- **Ask for referrals.** Send satisfied customers a letter thanking them for their business and asking them for the contact information of people who might be interested in your services. Be sure to include a self-addressed, stamped envelope and a nice promotional item like a pen or letter opener. One study showed that customers were 34% more likely to provide leads when they were given a promotional product.
- **Follow-up on your current projects.** As soon as you finish an order or project, give the customer some business cards and a useful gift, such as this mousepad with a calculator and radio. Then ask them to refer friends and colleagues.
- **Thank customers when they provide referrals.** Show your appreciation with an item they can use multiple times. Products like pen sets and cookie jars full of tasty treats are good options. Give a reward for all referrals, whether they result in a sale or not.
- **Make promotional products part of your marketing plan.** In a study by Baylor University, salespeople who gave promotional gifts to their customers received 22% more referrals than those who did not! Choose an item that can be used and appreciated for years, such as a logo'd mug, hat, fleece jacket or windbreaker.



**Why not see how a customer referral program can increase your business. Call us for ideas today!**





# Something to think about

1. Men can read smaller print than women can; women can hear better.
2. It is impossible to lick your elbow.
3. The State with the highest percentage of people who walk to work: Alaska
4. Every day more money is printed for Monopoly than the U.S. Treasury.
5. Why are you IN a movie, but you're ON TV?
6. The average number of people airborne over the U.S. in any given hour: 61,000
7. If the professor on Gilligan's island can make a radio out of a coconut, why can't he fix a hole in a boat?

## The Riddler

YOUR CHANCE TO WIN A FREE GIFT

**Q: What do you throw out when you want to use it, but take in when you don't want to use it?**

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 splinter

# Dear Addy,

## ANSWERS TO YOUR PROMOTIONAL QUESTIONS

- Q:** I'm a florist looking for a unique way to promote my business. Do you have any suggestions?
- A:** How about this vinyl bud vase? It folds flat, so you can mail it to prospective and existing customers with a note inviting them to stop by your shop and get a free flower. The vase also makes a great Valentine's Day, Mother's Day, Earth Day or Customer Appreciation promo for any business.
- Q:** Our landscaping business needs a way to stay top-of-mind with customers, so they think of us when spring rolls around again. Any ideas?
- A:** Get customers dreaming of relaxing spring days with items they can use in their gardens and yards. Sunscreen and logo'd flip flops are a good option. Or, send them a gift like golf balls or a beach chair to remind them of the fun things they can do with all the time you save them!



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:

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[donna@impressionsmarketing.com](mailto:donna@impressionsmarketing.com)

I'm interested in:

- Fun & Game Products     "Green" Products
- Golf Promotions     Apparel
- Tradeshow Giveaways     Spring Promotions
- Incentives/Awards     New Products

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

Contact \_\_\_\_\_

Company \_\_\_\_\_

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

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

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

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



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