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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. Awards and premiums will improve customer loyalty, employee morale and productivity.

Summer/Fall 2009

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Did You Know?

ROUTETO:

Promotional Times™

Information and Ideas for Improving Sales, Image and Profits



How to Get Great Exposure for Little Cost

During difficult times, business owners and marketing managers need to be even more selective when determining where to spend their advertising dollars. How does the return on investment (ROI) for promotional products compare to other marketing methods? You might be surprised. A 2008 study by the Advertising Specialty Institute found that:

- 84% of those surveyed remembered the advertisers on the promotional products they received, and 42% said they had a more favorable impression of the advertiser after receiving the item.
- 62% did business with the company that gave them the item.
- Over 75% kept the promotional product for more than one year.
- The cost per impression (CPI) for many promotional items is less than half a cent. You can advertise on a wall calendar, watch, or coffee mug for a fraction of the cost of a magazine, newspaper or television ad.



The survey also found that it pays to choose your promotional products carefully: 81% of promotional products were kept because the recipient found them useful. Writing instruments were the most commonly owned promotional item among survey respondents, followed by shirts, caps, bags and glassware/ceramics.

Don't miss out on this cost-effective marketing tool! It's easy to create a lasting, positive image of your company while keeping to your budget. Just call us to get started!



Boosting Customer Satisfaction

You work hard to promote your brand and deliver the products and services your clients want. Did you know, however, that your employees' attitude can impact customer satisfaction and your bottom line, too?

A study by Northwestern University found a direct correlation between employee satisfaction, customer satisfaction and a company's financial performance, even when employees have no direct interaction with customers.

Here are some tips for keeping your staff engaged and happy:

■ Set clear goals and help your staff meet them. This will help employees feel more invested in the company's success. Give them a nice planner or notepad at the goal-setting session, and include a copy of the department's goals.

■ Encourage competition. According to the study, competition between individuals or teams to provide the best customer service can benefit the company and its clients. Create a contest that supports your company's goals, with awards such as plaques, trophies and gourmet food baskets for the winners.

■ Turn employees into brand champions. Boost loyalty with logo'd apparel, desk or computer accessories, mugs and other items your staff will use and display with pride. Happy employees will project a positive image to your customers.

While advertising, marketing and customer service are very important components of your business, don't overlook the importance of employee satisfaction!



Keys to Communicating Smarter

How do your customers most often reach you? Some look for you online, while others rely on phone, fax, e-mail or stopping by your office. Make sure to provide ALL of your contact information so customers can easily contact you when and how they prefer.

Fortunately, you can do this with one hardworking promotional product! Start by choosing a useful item with a large imprint area. Magnets are a great option because customers put them on their refrigerator or filing cabinet. Mouse pads, note cubes, tote bags and wall or desk calendars are also high-visibility items that are used and looked at often.

Then, be sure to have the item imprinted with your logo and full contact information. If you want clients to visit your office or store you can also include a small map or brief directions ("on the corner of Main St. and Pine"), or mention nearby landmarks to help them find you.

Finally, include your tagline or a brief reason why prospects should choose your company. Don't assume that they will remember you and your business a few months from now.

In today's economy we are all looking for ways to make our marketing efforts go farther. Your promotional products should be no exception. Contact us today for more information on making your promotions go the extra mile!

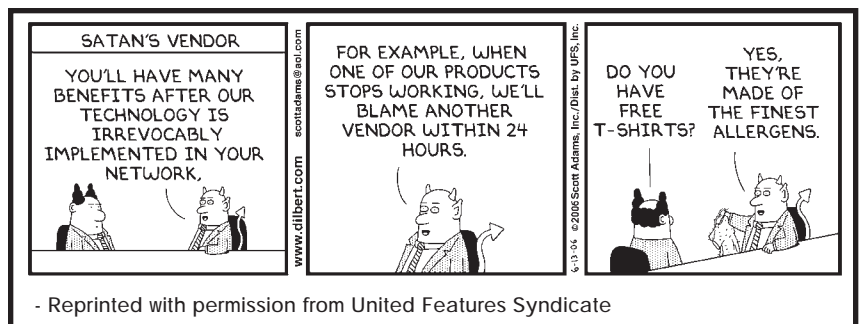


The Riddler

YOUR CHANCETOWIN A FREE GIFT

Q: What 11-letter word is pronounced incorrectly by more than 99% of Ivy League graduates?

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: Noon



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Great Green Promotions

Here are some interesting green products that will help promote your brand and your commitment to the environment: Global Warming – Warm up with a cozy fleece sweatshirt made from a blend of organic cotton and polyester manufactured from recycled plastic bottles.

Carry It With You – Show employees and clients that you are stylish and eco-friendly with this attractive laptop sleeve made from 100% post-consumer recycled material.

Grow Man, Grow – Put a smile on your client’s face and watch your sales bloom with this fun promotion. The imprinted, recyclable grow cup contains an easy-to-use planting kit. The foot stand included makes it easy for recipients to place this on a desk or windowsill. Choose from four different seed types.



New and Unique Products

Check out these attention-grabbing promotional items that are sure to please:

Say “Ahhhh” – Your busy, hardworking employees and customers will love this relaxing green tea lotion. Pair it with herbal tea or a plush bathrobe for an extra-special promotion or thank-you gift. Perfect for hair and nail salons, yoga instructors, gyms, massage therapists, gift shops, maternity stores, women’s clothing retailers and more.



Pocket-Sized Convenience – This handy three-in-one pocket-sized notebook features business card holders, two sizes of sticky notes and notepaper. Makes a great tradeshow giveaway or leave-behind for sales calls.



Snap it Up – Why give someone a pair of binoculars when you can give them binoculars with a built-in digital camera? This pair comes with photo editing software and a neck strap, and would be a great employee anniversary or client appreciation gift.



Tasty Treats Deliver Results

Facing a 27% cut in the budget for its most important annual tradeshow, one technology company found a way to get more business while spending less. Using a “Refuel” theme, they used their quarterly e-newsletter, a pre-show e-mail blast, and a press release to invite prospects to stop by their booth and “refuel” with free cookies and the chance to win a \$500 gas card.

The cookies, which were printed with an image of the product the company was featuring at the show and a short description of its key benefit, were very effective. The company saw a 21% increase in qualified leads over the previous year’s show, with a 33% reduction in the cost per lead!



Want a delicious promotion of your own? Invite customers to “pop by” your booth for some popcorn in a logo’d box, or tell them that you have some “sweet deals” available and give them imprinted candy or custom logo’d cupcakes. Call us today for more great ideas!



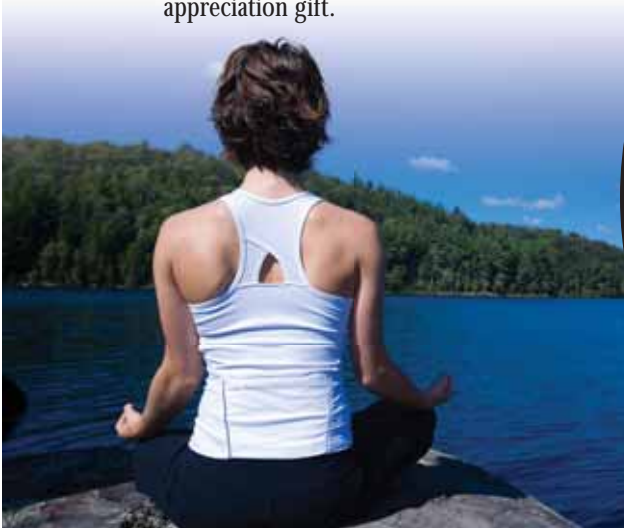
Lagniappe (a little something extra) Quotable Quotes

You will find the key to success under the alarm clock.
– Benjamin Franklin

Half the money I spend on advertising is wasted; the trouble is I don’t know which half.
– John Wanamaker

Don’t accept your dog’s admiration as conclusive evidence that you are wonderful.
– Ann Landers

I was thrown out of college for cheating on the metaphysics exam; I looked into the soul of the boy sitting next to me.
– Woody Allen





Did You Know?

1. There are 293 ways to make change for a dollar
2. There are more chickens than people in the world.
3. The longest one-syllable word in the English language is "screeched."
4. It is impossible to lick your elbow.
5. The San Francisco cable cars are the only mobile national monuments.
6. The state with the highest percentage of people who walk to work: Alaska
7. The average person falls asleep in seven minutes.



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

- Q: Our company is planning an employee health awareness day. Can you help us with some useful giveaways?
- A: **Healthy employees are happier and more productive, so everyone benefits. Give items to help stay healthy: wellness journal, nutrition book, pedometer, first aid kit, stress reliever and hand sanitizer. You can also hold a drawing for larger items such as a digital scale.**
- Q: We're looking for a fun way to drive traffic into our sporting goods store. Any suggestions?
- A: **Why not tie into the summer/fall sports season with a tailgating party? Invite customers to wear their favorite team colors and come by for free hotdogs or burgers and soda. (Don't forget the logo'd cups, plates and napkins!) Items like stadium cushions and blankets, foam hands, bottle openers, coolers and mini footballs would make fun and memorable giveaways.**



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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Tel : 303-776-7444
Fax: 303-776-9606
donna@impressionsmarketing.com

I'm interested in:

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

I need: literature pricing samples of these products: _____

Contact _____

Company _____

Address (if different from addressee) _____

Phone/Fax/Email _____

Riddle Answer _____



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