

## Using Promotional Products To Improve Your Business Marketing Strategy

Here's how promotional products can be effective and the impact they can have on your business marketing strategy.

### Defining Promotional Products

Even if you haven't sent out promotional products before, you've likely come across them throughout your life as a consumer. Essentially, promotional products are branded merchandise that various businesses give away entirely for free to their target audiences. The whole purpose of these products is to pique interest, generate buzz and positively reflect on your company.

The goals are simple to understand. Branded merchandise should inspire people to take action by selecting one particular business over all of its competitors. Alternatively, the products ought to at least help people remember the brand so that, at some point in the future, they opt for it and do business with that company.

Promotional products come in many forms, from simple plastic pens and mugs to eco-friendly plant pots. The idea is that they have to be useful to the recipients to keep that company top of mind.

### How They Can Help Your Brand

The digital era has changed the whole world, so businesses are now fighting every step of the way for customer retention. Promotional products still offer high ROIs in marketing due to the way they impact the public.

According to an ASI (Advertising Specialty Institute) case study from 2019, branded merchandise can still impress consumers. The study showed that they are almost 2.5 times more likely to think positively about tangible branded products than the ads; a great reason to include promo in the marketing budget!

Besides giving promo items to just clients, you can also use them internally to help boost morale. Maybe something based on a game or traveling. A nice gift/keepsake can help accentuate a company outing. They can make people feel good about where they work.

### Why Your Target Audience Wants Them

Let's face the obvious; people love free stuff. Receiving or being "chosen" to receive a free promo item can make the person feel respected and valued as important. To the external customer it says I value your business and our relationship. This can lead to the customer retention that we are looking for. Perhaps More business! To the internal customer it says thank you. I value you as part of the team. This can promote employee loyalty.

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## Four Reasons You Need a Scoreboard by Dr. Paul Metler

When you're an athlete, a scoreboard is an essential part of the game. Scoreboards come in all shapes, sizes, and types. When you think about a scoreboard, you may envision an extravagant display like the Dallas Cowboys' screen that stretches from one 20-yard line to the other or a simple sign at one end of a high school field. The primary function is the same. A scoreboard lets you know how you're doing. Recent time spent with a group of exceptional leaders who have excelled in sports and life helped me recognize that the absence of a scoreboard can present significant challenges. This can be especially true for a professional athlete transitioning into the next phase of life. There are four reasons why it's important to have a scoreboard. A feature on a scoreboard symbolizes each of the reasons



### The Clock.

What will you do with your life?

The clock is a reminder that time management will always be a critical factor in life. The clock occupies a prominent space on any scoreboard. And it should. Although the score determines winners and losers, the clock brings a sense of urgency and perspective to the score. Until the final tick of the clock, the meaning of the score is tempered by the amount of time remaining. Thanks to Yogi Berra, we know, "It ain't over till it's over."

You need a scoreboard for life with a "clock" that will help ignite your passion and regulate your pace. You need a reminder that your greatest challenges will always correlate to how you manage your time. Few measures of leadership are more important than how you steward the 1,440 minutes daily. Although you do not know precisely how much time you have left, you can live with a sense of urgency that inspires you to make the most of every day. The clock on your scoreboard holds you accountable for establishing priorities and evaluating commitments.

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DigiCOPY was a proud Sponsor for The Cat's Meow Fundraiser by the Eau Claire County Humane Association. An annual event featuring live music, dancing, silent auctions, raffles and more all to benefit the animals of the Eau Claire County Humane Society.

*The Eau Claire County Humane Association (ECCHA) is dedicated to promoting the well-being and protection of all domestic pets and small agricultural animals. We give animals a voice by educating the public about the need for the humane treatment of all animals and responsible pet ownership. Our goal is to create a better community for both pets and people.*



### 20 for 20 YouTube Series

The DigiCOPY '20 for 20' series, featuring 20 customers/organizations we partner with and provide print solutions for throughout Wisconsin concludes with the posting of the 20th video on the DigiCOPY YouTube channel. Thanks to all the organizations that participated.

Go to [youtube.com](https://www.youtube.com) and type "DigiCOPY" in the search bar.



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## Down and Distance.

Do you know who you are, where you are, and where you are going?

You need to know where you are. A glance at the scoreboard can help provide an accurate assessment of your current reality. If you know it's second down with seven yards to go, and the ball is on the forty-four, you can make decisions based on your understanding of the situation. The measures for down and distance have a personal leadership equivalent. It's called awareness.

Accurate awareness is not automatic. The best leaders devote time and energy to discovering their true identities. They assess the present and create a positive trajectory for their lives. Leaders are agents of change with an orientation toward a better tomorrow. They will engage with others to stretch toward incremental goals that create positive momentum. When you cultivate self-awareness and social awareness, you will gain a real sense of your strengths and the gifts and talents of those around you. Together you will be able to seize opportunities and maximize impact. Without accurate information, you will be unable to make the best decisions.

## The Score.

How many of your critical goals have you achieved this year?

Obviously, a scoreboard declares the score. The score reveals the numerical rewards for achieving goals. Whether the ball is kicked through the goalpost or carried into the end zone, the scoreboard will reflect success. To keep score, you must determine which goals you will measure and how to measure them.

In life, as in football, there will always be meaningful accomplishments that are not easily reflected on the scoreboard. However, there will also be critical goals in your life. Critical goals rise to a higher level because they carefully align with your purpose in life. These are the goals that move you toward greater influence and impact. These are the achievements in your life that elicit heartfelt celebration. Critical goals emerge when you evaluate the personal and professional "wins" that align with your most deeply held beliefs and values. These are the goals that deserve your focus, investment, and measurement.

## Timeouts Left (TOL)

How often do you get away from the noise and refine your focus?

Each team has a limited number of timeouts. A glance at the scoreboard indicates how many timeouts are left. Wise coaches and savvy players recognize that effective utilization of timeouts can be one of the most strategic determinants of victory or defeat. Do you know when to call a timeout? A timeout can provide several benefits. A timeout is a break from the action. It's a respite from the physical demands on the field. It's an opportunity to step away from the fray to evaluate the past and design for the future. It can provide impact moments for coaching, direction, and collaboration. Communication during a timeout brings clarity to assignments and expectations.

Often, you will get caught up in the busyness of life, the demands of work, and the internal pressure to succeed and forget to call timeout. When your focus suffers, accountability begins to slip. That's a telltale sign you need to set aside time to evaluate, think, and reflect. It seems counterintuitive. But it's necessary. Those are the best times to check the scoreboard and determine whether you are living on purpose, executing your life plan, and pursuing the goals that move you toward your vision. Schedule time away from the noise and rekindle your passion for what is most important.

*Visit [InitiativeOne.com](https://www.initiativeone.com) to learn more about Leadership Transformation and begin the construction of your scoreboard for life. InitiativeOne teaches leaders to understand their employees and organizations better. InitiativeOne can benefit every organization – and everyone within your organization.*



*The DigiCopy Eau Claire branch has adopted a stretch of the public bike trail that runs from Half Moon Beach to the accessibility fishing dock just past Lakeshore Elementary School. This strip includes the causeway, a popular fishing spot, at the entrance of Carson Park. The primary objective of this project is to give back to our community by keeping this public space and clean and safe for everyone.*

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## How To Pick the Perfect Promotional Products for Your Business

In order for your branded products to serve their purpose, you must carefully consider which ones you'll pick and why. Some items you hand out to everyone (i.e., Pens) or specific high-end gifts (i.e., Victorinox bag or YETI tumbler). In a nutshell, this boils down to:

- Defining your target audience and learning as much about them as possible: Consider their age and key interests, but try to be specific to ensure success.
- Agreeing on the budget: Usually, business-to-business/consumer companies allocate anywhere from 5% to 10% of their revenue to their marketing. That budget should also include branded merchandise; you decide how much money you're comfortable spending on promotional freebies. Naturally, you have to consider the occasion, the type of consumer you're looking to impress and other factors to decide on a cost-effective product that will get you the greatest ROI.
- Narrowing the list down to a few items: Once you have a few favorites, compare them to find a product that suits both your brand's and your audience's needs. Take into account the design and printing here, too; that could easily push some products up or down your list.

## Final Step: Consider Distribution Options

Of course, you must determine how many products you're going to need for your giveaway. You should also consider whether the product itself fits the occasion. The good news is that there are lots of events where branded merchandise comes in handy.

Promotional gifts can be a great way to meet with your client and make the meeting more enjoyable. Take the time to sit down and discuss what you have done for them in the past as well as provide solutions you might have for them that they may not have considered or don't know about. Use the time to help paint what the future might look like with you as a more valuable partner.

Business events, such as trade shows, are an excellent opportunity to dazzle a crowd with your freebies. At the same time, though, even events like holiday parties could benefit from a few free gifts and should make everyone excited!

Another way to distribute your branded merchandise is through various giveaways and contests. Consider using social media to your advantage here to breed desire in your target audience. Use that to persuade them to like, share, follow and even tag other people who could also participate.

In closing, promotional items are great ways to sow employee loyalty, say "Thank you" to one's customers, and to hopefully further the business relationship. They should be an integral part of the marketing/HR budget.



Digicopy had the special honor to assist in printing pieces for Viterbo University's Alumni Plaza entrance.

A little information about the Alumni Plaza:

*"To recognize 80 years of Murphy Center and the legacy of the Viterbo alumni who filled this magnificent building over the years, we established the VITERBO ALUMNI PLAZA AND HISTORY WALK.*

*The east entrance of Murphy Center, which leads into the Assisi Courtyard, has been transformed into a special area that celebrates alumni and provides a visual history of Viterbo through photographs. We hope you consider leaving a mark at Viterbo by supporting this incredible project.*

*New graduates can leave an enduring legacy by supporting this project with a gift of \$180, \$5 per month over three years. (You save \$120 off the \$300 standard rate).*

*This is a space for students and alumni to enjoy for generations to come, a place you will want to visit when you return to campus."*



## Streamlined Document Management Solutions

Over 300 Companies and Organizations rely on DigiExpress to manage their documents. With over 25,000+ users, it's the smart way to store and order your company's print materials

### Document Management

Our online ordering system is a great way to store and manage your company files. And we do the maintenance for you!

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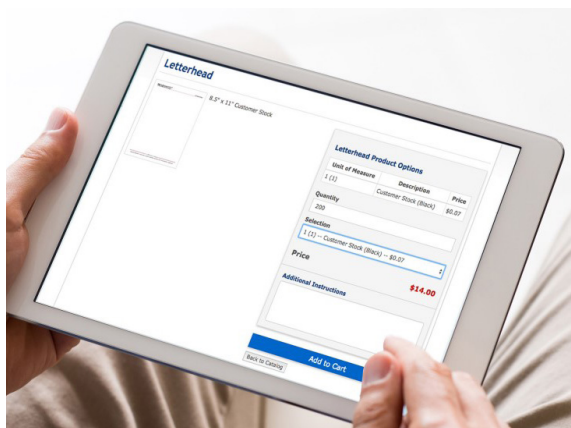
We give you access to efficient technology, equipment and staff while reducing capital, labor and management hours.

### Order Accuracy

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### Initial Free Setup

We recognize your commitment to trust us with your company's files. We in turn provide the initial setup of your DigiXpress site at no cost to you.



[www.dcopy.net/xpress](http://www.dcopy.net/xpress)

### Free Setup Includes:

#### Custom Site Design

We design a custom site with your company branding.

#### Multiple Users & Groups

Our system gives you the ability to limit capabilities of multiple users and monitor their orders. User Groups allow specific documents to only be viewable by certain users, or require approval for user orders.

#### Locations & Departments

Preloaded departments and locations give users the ability to connect to their location for easy shipping and delivery requests.

#### Funding Codes & PO Integration

Purchase order or funding codes are pre-loaded and linked to each user or department. Codes can be required or optional.

#### Job Tracking & Order History

Email confirmation and order # are sent upon order submission. Users can view detailed reports of past orders and export to Excel or PDF.

#### System Security

Our system offers full network redundancy with multiple carriers and backbone diversity.

#### Initial Training & Ongoing Support

We offer on-site group and individual training for your users. We also provide video tutorials and step-by-step training materials. We also provide ongoing technical support to ensure a positive and user-friendly ordering experience.

#### Document Setup

Static Documents: Unlimited; Ad Hoc Applications: 1 Postcard, 1 Booklet, 1 B&W Oversize Print, 1 Color Oversize Print, 1 B&W Copies, 1 Color Copies; Customizable Templates: 3 Business Cards, 3 Letterhead, 3 Envelopes

Contact your DigiCOPY Account Representative today to learn more about the DigiXpress online ordering system.

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## Our Mission: **To Serve**

### Customers

We strive to build long-term relationships with each of our customers. Together, we will provide the highest quality document solutions, employing digital technology and the dedicated, solution-oriented attitudes of co-workers.

### Co-Workers

Each of our co-workers is a valuable member of the DigiCOPY family. We appreciate their opinions, and recognize their hard work. We value independent thinking and teamwork; and foster a flexible environment where creativity is rewarded.

### Community

We acknowledge the invaluable relationships we form with our communities, customers, co-workers and suppliers. We will play a vital role within each community we serve, providing career opportunities and unique services.



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Custom - Variable - On Demand

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Updates to our mailing list based on incorrect info above?  
Contact Paul Otero at [otero@dcopy.net](mailto:otero@dcopy.net)

### Here's what our customers are saying:

*"I use my local Digicopy frequently and the staff are fantastic! Always friendly and able to fill my unusual print requests! I design quilt patterns for my own business as well as a friend's quilting studio and they have done a beautiful job printing our patterns and helping us keep the price affordable. Bonnie usually works with me and she is a pleasure to work with!"*



*"we came in for help understanding products. Since I do not work in printing, I needed descriptions of items listed in/on the pamphlets. I knew what I wanted and the staff was very helpful to work with to ensure I got what I needed."*

*"I am located in Marquette Mi, you have been my printer for 2.5 years. Wonderful Service and worth the extra shipping to receive my orders. Thank you."*

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