

Emond



Promotional Printing, LLC.

"Your Key Source For All Your Promotional Needs"

1565 Broadway Road
Dracut, MA 01826

978-681-8113

www.emondpromotionalprinting.com
info@emondpromotionalprinting.com

Promotional Times™

Information and Ideas for Improving Sales, Image and Profits

Tips on Keeping Clients Happy

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 2012

2 ●●●●●●●●

INCENTIVES & REWARDS...

Prepare Your Employees For Summer Vacation

MARKETING TIPS...

Using Twitter To Build Your Brand

THE RIDDLER:

Your Chance To Win A Free Gift

3 ●●●●●●●●

PRODUCT SPOTLIGHT

Spring Into Good Health

SUCCESS STORIES...

Become Your Own Billboard

LAGNIAPPE: *Quotable Quotes*

4 ●●●●●●●●

DEAR ADDY:

Answers Your Promotional Questions

LITTLE KNOWN FACTS

ROUTETO:

Sometimes as business owners we get so caught up in acquiring new business that we forget to focus on those that truly matter—our existing customers. It's important to remember that your existing customer base could be your biggest source of new business via referrals.

Here are a few ways you can increase customer retention by making sure you keep your clients happy.

Only make promises you can keep. It's easy to promise a client the world when trying to lure them in. However, sometimes "the world" is more than we can deliver. For example, perhaps your client has a job with a pressing deadline and you're tempted to agree, knowing that it's going to be nearly impossible to get it completed on schedule. Should you just nod your head and worry about the rest later? Or should you risk not getting their business by being honest? Would it be worth sealing the deal only to deal with a disappointed client later on?

Keep in contact. Often at the beginning of a new client relationship, you'll find yourself in constant contact trying to ensure that the customer's needs are met. However, along the way it's easy for the contact to subside and your client may find themselves feeling out of the loop. One way to fix this problem is through a print or email newsletter. Whether you send out monthly or quarterly updates, they'll stay informed and your name will remain on their minds. Also, don't forget that you can foster conversation using social media sites like Facebook.



Go the extra mile to make them happy. Sometimes you're going to have to do a little extra something to make sure your clients feel appreciated. In some cases that might mean negotiating on a rate. Or maybe you need to remind them of your appreciation by sending them a special promotional item or two. You could provide them with a small branded gift like a clip on hand sanitizer tube. But for your biggest, most respected clients, you might need to send something that sends a stronger statement. For these special situations we have the executive chocolate bar—which is almost too beautiful to eat. You could really make a splash by offering them a high quality branded jacket.



Think of client relationships as marriage. At the beginning you go all out to make them happy—it comes easy and naturally. But as the marriage goes on, the ups and downs of life can cause your relationship to take a backseat. You have to make a conscious effort to make sure your spouse knows you are still committed and interested in them. So it is with your existing client relationships.

Need more ideas to help your clients feel like family? Give us a call and we'll be more than happy to game plan with you!

Prepare Your Employees for Summer Vacation

Summer will be here in the blink of an eye, which means many of your employees are planning for the most looked forward to portion of their year—*vacation*. As you know, employee morale depends on vacation time. After all, burnout is inevitable without time off.



So rather than dread the time of year when the office staff is thin, why not show your team that you support their much needed, well-deserved down time? Doing so is easy with our wide range of summer vacation branded items. From first aid travel kits to beach balls to carry-on amenity kits, your employees will feel relieved when you give your nod of approval to their summer vacation.



Let us help you get your employees ready for summer vacation now!

Using Twitter to Build Your Brand

One thing's for sure: social media is not going away. Quite the contrary actually--and more and more businesses are starting to realize this and are deciding to take a stab at social media marketing.

What about your company? Have you jumped head first into the social media game? Or are you standing back, waiting to get your feet wet? Either way, odds are that if you're new to social media, you're fairly familiar with the powerhouse, Facebook. But there's another network out there that with a bit of effort could go a long way in helping you build your brand. It's called Twitter, and it's capitalizing off this generation's short attention span.

Here are a few pointers on making Twitter work for you:

Don't talk too much about yourself—The idea behind Twitter is to talk to your followers via short messages called "tweets." You can talk about anything relevant to your industry and your target market, but if you get caught up over-promoting yourself, you can count on people tuning you out quickly.



Share captivating content—It's not all about what *you* have to say. Find quality articles, photos and videos and pass them on to your friends. They'll quickly learn that your account is a great resource for quality content and will begin paying closer attention. This will also get your tweets "retweeted," which can bring more followers to the table.



Offer giveaways—Twitter is a great place to offer freebies. You could go with smaller promotional items like mouse pads or larger items such as t-shirts and backpacks. Maybe offer them to new followers, or the first people to retweet your message.



The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: What's the greatest worldwide use of cowhide?

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: Foot Steps.

Spring into Good Health

With the season of new beginnings upon us, look for employees as well as existing and potential clients to have a renewed interest in their personal health. Help them revive those New Year's Resolutions while developing your reputation as a company concerned with physical wellbeing. Here are a few promotional products that will help you do just that:

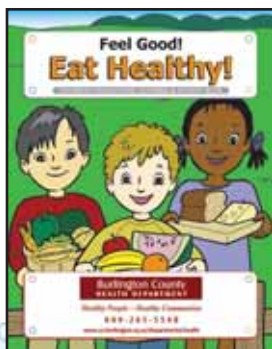
Yoga Mat with Case - The ideal mental and physical health exercise, Yoga is taking the nation by storm. These full-sized mats are packaged in convenient carrying cases, making them easy to hand out to employees as well as potential clients at trade shows. Great for home or gym use.



Managing Your Weight Pocket Slider - With summer right around the corner, so is the universal dread of showing skin in those ever shrinking bathing suits. Help people get their summer beach bodies ready with this handy pocket reference guide. Ideal for mail outs, handouts, and employee motivators. And don't forget that each time they pull the slider out of their pockets, your logo will be there to greet them! Also available in Spanish.



Feel Good! Eat Healthy! Coloring and Activity Book - Don't leave the kids out of your promotional endeavors. With childhood obesity being a hotter topic than ever, these coloring and activity books are a timely promotional product for businesses of all types. Parents will appreciate the efforts and kids will eat them up!



Become Your Own Billboard



Founded in 2004, Scentsy, Inc. has made a name for themselves by offering wickless candles to the masses. By using the direct marketing and party-planning sales model, the company continues to grow and make money for its independent sales consultants.

One way which they set their consultants up for success is by offering them a complete line of promotional products at reasonable prices. The consultants then don the items and advertise as they go about their daily business. One woman shared how she put a branded button on her purse with the message,



“catalogue on board.” She insists that people stop her all the time to see her product selection. Others speak of car magnets that “pay for themselves many times over” and ball caps they make their husbands wear.



Call us and let us give you ideas to help you become your own billboard!

Lagniappe

(a little something extra)

Quotable Quotes

“There are no extra pieces in the universe. Everyone is here because he or she has a place to fill and every piece must fit itself into the big jigsaw puzzle.”

~ Deepak Chopra

“There's no better feeling in the world than a warm pizza box on your lap.”

~ Kevin James

“Every adversity, every failure, every heartache carries with it the seed of an equal or greater benefit.”~ Napoleon Hill

“Procrastination is the art of keeping up with yesterday.”

~ Don Marquis

Little Known Facts

In a study of 200,000 ostriches over a period of 80 years, no one reported a single case where an ostrich buried its head in the sand.

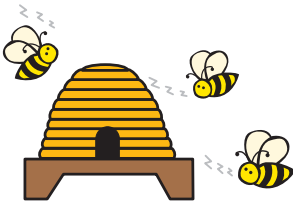
The lifespan of a squirrel is about nine years.

There are more than fifty different kinds of kangaroos.

Ketchup was sold in the 1830s as medicine.

Guinness Book of Records holds the record for being the book most often stolen from Public Libraries.

Honey is the only food that does not spoil. Honey found in the tombs of Egyptian pharaohs has been tasted by archaeologists and found edible.



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

Q: We'd like to reduce waste associated with foam coffee cups in our office, but want to give our employees something more than a boring coffee mug. Have any ideas?



A: Well you could stick with mugs but offer something a little classier. The pewter/smoke optic coffee mug would be well received. Or if you really want to wow them with a worthwhile reward, how about a coffee tote? It comes with a travel mug and a bunch of coffee-related goodies in a convenient tote bag.



Q: We'd like to show our employees that we care for their entire families. Any products that can help convey the message?

A: Help build the family support system with the Family Strengthening Pocket Slider. This pocket-sized, interactive encyclopedia deals with all sorts of situations families may face. You could also go the family safety route and provide something like home fire escape or poison prevention guides.



----- 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:

Emond Promotional Printing, LLC.
Tel: 978-681-8113
Fax: 978-552-0388
www.emondpromotionalprinting.com
info@emondpromotionalprinting.com

I'm interested in:

- | | |
|--|---|
| <input type="checkbox"/> Lead Generators | <input type="checkbox"/> Employee Motivation |
| <input type="checkbox"/> Green Promotions | <input type="checkbox"/> Safety Programs |
| <input type="checkbox"/> Tradeshow Giveaways | <input type="checkbox"/> Summer/Fall Promotions |
| <input type="checkbox"/> Incentives/Awards | <input type="checkbox"/> New Products |

I need: literature pricing samples of these
Products: _____

Contact: _____

Company: _____

Address (if different from addressee) _____

Phone/Fax/Email: _____

Riddle Answer: _____

1565 Broadway Road
Dracut, MA 01826