



# *Speaker Marketing Minute*

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## **5 Steps to Creating a Successful Promotional Product or Campaign**

Successful promotion products and campaigns don't happen by chance. To realize goals, promotional products must be carefully planned, taking into consideration the target market, budget and, of course, the ultimate result to be gained.

Ready to plan your next promotional product or campaign? Here are 5 important elements to help you design and deliver a winning promotion.

### **1. Define a Specific Objective.**

Whether the goal is to increase traffic to your website, boost sales with current clients or to build awareness among potential clients, the first step in any designing any promotional product is to clarify its purpose, the benefit to your target market and the desired outcomes.

Consider:

- Who is your target market for the product/campaign
- What are the 3 main selling features/benefits of the product/service
- What are the desired outcomes for creating the product or sending the campaign

### **2. Make it Timely. Develop a Theme.**

Developing a promotional product that is linked to a specific event or time of year will make the product more relevant and therefore more interesting to your clients. Sending out a teaser postcard before a big event, or a follow-up postcard after an event helps to keep you top of mind with the event participants. Creating a direct-mail campaign with a theme that is centered around a time of year that links to your topic is more likely to get a favourable response.

Examples:

- Back to School
- New Year's Resolutions
- National Administrative Professionals Day

### **3. Create a Relevant Message.**

Supporting your product's or campaign's theme with a relevant message helps to solidify your company's name, service or products in your target market's mind.

Examples:

- To promote its services to small businesses, a bank created the theme "Are you tired of being treated like a small fish?" and sent fish-related products to its prospects along with promotional literature.
- If you are a sales trainer, you could develop a Spring campaign with the theme "Planting the Seeds of Business" and send a pack of seeds and a small shovel to your prospects along with promotional literature.

### **4. Brand It.**

Ensuring that your brand image and message are clearly represented on all aspects of your promotional product or campaign, from the product itself to the promotional literature and packaging. This will help to create an instantly recognizable brand in the eyes of your clients and prospects.

Examples:

- Add your logo and tagline directly on the product
- Always use the same fonts and colours for the product and the promotional literature
- Design your packaging, shipping envelopes and labels with your brand image in mind

### **5. Be Strategic. Follow-Up!**

According to the Promotional Products Association of Canada, the rate of return on an average promotional campaign is only 2-4%. When you add a follow-up phone call to that same campaign the rate of return goes up to 42%.

So, don't just randomly pick 100 people to mail something to and then hope that they will pick up the phone and call you. Be strategic about who you send your items to and then make the time to follow-up with each individual personally.

**Need help planning and designing your next promotional product or campaign?  
Contact Rachel Colic and her team of Marketing Specialists today.**