



Lev Promotions

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5 TIPS FOR CHOOSING A PROMOTIONAL PRODUCT

1. Understand your target market – Choose something with your target market in mind. Know the demographics and/or the psychographics and choose something that will appeal to them.
 2. Know your budget – If you go into the decision-making process without even a general idea of your budget, it will be very difficult to come up with viable options. Know your budget and be honest about it with your promotional products consultant so they can present the product options that make sense for you.
 3. Play into your branding and/or messaging – When possible, tie your promotional products into your branding or messaging in some way. It could be the color of the item, or the item might be a play on words from your messaging, or the shape of the item might tie into your logo design. This helps create *strategic memorability*[™].
 4. Good, Better, Best – Items put out “trick-or-treat” style are almost never effective marketing tools. Consider your budget and what type of good, better, best mix you can afford to appeal to the different levels of prospects and clients. (See our “Good, Better, Best tip sheet for more information.)
 5. Don’t be a trend-follower – If you’re looking for what’s hot, trendy, cool, or “new,” consider that choosing a product solely based on that won’t differentiate you from everyone else giving out the same thing.
- 5A. Work with a professional promotional products consultant who asks questions to get the best possible recommendations for you! Work with Lev Promotions for branded product recommendations to help you create *strategic memorability*[™].