



Lev Promotions

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## BEST...BETTER...GOOD – TRADE SHOW PROMOTIONAL PRODUCTS

If you're putting your promotional products out "trick-or-treat" style (people can just help themselves as they walk by), you may generate a lot of foot traffic to the perimeter of your booth; but, if you're looking to use a promotional product as a strategic marketing tool, that's not the way to do it.

Many people think they must have "something for everyone" when they're choosing promotional products for a trade show. The truth is you don't need to worry about "everyone;" just everyone who has met your pre-set qualification requirements.

At Lev Promotions, we recommend the "Best...Better...Good" philosophy. (No, we didn't get that backwards; we recommend starting with "best" and working your way down when planning your promotions.)

- ◆ **Best** – A high *perceived* value item reserved exclusively for your best clients and hottest prospects based on fulfillment of preset criteria. These items are kept out of sight and presented to the recipient as a thank you gift for stopping by and doing whatever it is you want(ed) them to do. The recipients for these items can even be specifically identified in advance so that your booth staff doesn't make the decision on the fly as to who qualifies as a "best" client or "hottest" prospect. Take it up a notch with a pre-show marketing push by offering a personalized item and letting the people who prequalify know that you'll have a gift waiting for them when they come to your booth. (Yes, that takes planning, but the payoff can be exponential, and Lev Promotions can do the heavy lifting for you.)
- ◆ **Better** – An item that has a higher-than-average *perceived* value for a promotional product and is meant for your tier 2 clients and warm prospects who've completed the qualifications set for this level. These items are also kept hidden so people can't help themselves and are presented to recipients as a thank you gift rather than a "giveaway."
- ◆ **Good** – An inexpensive, good quality item that can be given to booth visitors who meet the lowest qualification bar – like being a lower-end existing client or someone allowing a badge scan and/or has a conversation with a staffer qualifying them as a possible prospect. Have these easily accessible for staff to hand out as a thank you gift at the end of their interaction.
  - Putting branded products out on a counter for people to just help themselves as they pass by devalues them as a marketing tool, so don't feel compelled to go this route.



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Do whatever mix of the three levels your budget allows, but it's most effective to start with "best" and then fill in with "better" and/or "good." Your budget doesn't have to suffer because the quantities of "best" needed will be the lowest, with "better" being the same or slightly higher and "good" being the most. You will get the most bang for your buck out of the "best" category, so it's the wisest place to put your budgeted dollars.

Even if a decision maker is determined to have something for "everyone," the show's expected attendance number should not be your guide as, apart from very small/highly targeted shows, "everyone" will not stop by your booth and "everyone" is not your target market – **ever**.

Remember that "better," "best," and "good" are not a determinant of product quality, but rather of perceived value. Good quality products are available at every budget point.

For best results, work with a professional promotional products consultant who asks questions to make specific recommendations for you based on your needs. One who is experienced with trade show marketing can also ask the right questions to estimate the number of items you need if you do want to purchase items in the "good" category.

And choose Lev Promotions for branded product recommendations to help you create *strategic memorability*™.