

How to Run a Successful Promotional Products Campaign

Grabbing the attention of your target market can be pretty tricky these days, but promotional products can provide a successful solution and should be something you consider.

If done well your marketing campaign can do a lot for your business - from helping to increase your revenue to building brand recognition. Handing out promotional products not only reaches out to your target audience in an effective manner, but it is also a great way of putting your brand in the public eye. Think of promotional products as an alternative business card; showcasing your contact information and who you are in a different and creative way. We hope the check list below will help you accomplish a successful campaign!

The **GOAL** for my promotional products campaign is: _____

The **EXPECTED outcome** for this campaign is: _____

The **TARGET MARKET** for this promo give-away is: _____

The **QUALIFYING CRITERIA** to receive is: _____

What type **PRODUCTS** my target market will likely use: _____

What is my **BUDGET** for this promotional campaign? _____

Is **RECYCLED** or **Made In The USA** important in choosing the promo product? _____

What is the **MESSAGE** to be imprinted on the promotional products? _____

What is my **TIMELINE** for this project? _____
