



Advertising for pennies a day



BENEFITS OF PROMOTIONAL PRODUCTS

Promotional products are used to communicate advertising and promotional messages. They are also used to promote goodwill.

Many firms use promotional products as gifts to their clients or as incentives for their employees.

The major benefits of investing in promotional products are as follows:

Promotional products allow the advertiser to target a specific audience. While other forms of advertising (i.e. newspapers) reach many people who have no interest in the message being communicated, the firm using promotional products controls the distribution of its message. This makes advertising by promotional products a cost-effective medium.

Durability is also a major benefit of promotional products. While other forms of advertising disappear immediately, promotional products last for years. When the investment in promotional products is evaluated by the number of exposures it will receive over its lifetime, the cost per exposure is more cost effective than any other form of advertising.

The way a promotional product is used is more important than the product itself. Given the number of items available, and the fact that promotional products have a lasting benefit, the creative possibilities are endless. A well thought out campaign can result in a long lasting creative impression.

People enjoy receiving gifts. Promotional products will generate goodwill that will result in an increase in customer and employee loyalty.

Research shows that this loyalty often results in additional purchases and increased productivity. The incentive nature of promotional products often results in the desired change in behavior that is not possible with other advertising medium.

Maxwell Promotional Products offers a full range of promotional products. Some of the most common products are listed below:

- Wearables (Golf Shirts, Hats, Jackets, T's etc.)
- Writing Instruments
- Watches, Clocks, Awards
- Glassware
- Calendars
- Bags (sports bags, briefcases, conference bags etc)
- Office Accessories
- Golf Accessories



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