

# HOW TO PROMOTE YOUR PROMO SERVICES

Get the word out about your promo services and position yourself as a full-service brand partner with these simple strategies.



## Tell Customers When They Place an Order

Ask every customer, “What else can I add your logo to?” Then explain all of the promo products you can brand for their business.

## Leave Marketing Materials on Your Checkout Counter

Keep a stack of sales sheets, flyers and business cards handy, featuring seasonal branded merch ideas and common branding requests you can fulfill for customers to take with them. Be sure to leave out promos with your logo too. You can even get special discounts from suppliers on branded merch for your own business.

## Add to Your Website

Mention on your website or add a banner to your home page about how you sell promo. You can also [add an ESP+ Website to your membership](#), allowing customers to shop over 1.2 million promo products from the ESP+ database, right from your website, once linked.

Choose from one of the predesigned templates or we can customize your ESP+ Website to match your existing website. You don't need a current website to take advantage of ESP+ Websites either, making this an easy way to launch an online promo store – no web experience required.

## Include in Your Email Signature

Add a simple line like “Ask me how to get branded merch for your business!” with a link to your website and your phone number.

## Promote on Your Invoices

Add a short message or banner to invoices reminding customers that you also offer swag.

## Send Email Blasts to Your Customer Base

Get customers excited about promo with regular email campaigns focused on their industry advertising needs while also showcasing your services.

## Post Examples on Social Media

Share photos and videos of trending products, branding ideas and creative advertising opportunities to inspire customers and educate on why promo is worth investing in.

## Offer Free Product Consultations

Invite customers to schedule a quick, no-commitment consultation with you to brainstorm product ideas tailored to their goals, audience and budget.

Access free marketing assets like sales sheets, email blasts and social media posts in the [Distributor Marketing Toolkit](#).