



## CONVERGENCE CORNER

# What You Need To Know About Offering Both Promo & Print



Brendan Menapace, content director for Print & Promo Marketing at ASI, shares advice gleaned from industry companies through his popular Convergence Corner interview series in *Print & Promo Marketing* magazine. The monthly Q&As focus on real-life examples of how businesses offer both promo products and print.

These tips were generated with AI tool ChatGPT based on Menapace's recent webinar, "Proof Positive: How Industry Companies Have Successfully Combined Promo & Print," with editing by Sara Lavenduski.

**1. End-buyers love a one-stop shop.** Companies that offer both promo and print create a "one-stop shop" experience for their clients, which simplifies the process for customers and opens up more opportunities to meet diverse client needs.

**2. Diversifying is an opportunity for growth.** Branching out into either promo or print allowed these firms to grow their businesses, better serve their clients and remain competitive in an ever-changing market.

**3. Promo supplements print in a changing world.** Despite the shift toward digital products, print remains relevant. Still, companies can supplement their print offerings with promo to offset any loss from digital transitions, enhancing the overall branding experience for their clients.

**4. Campaigns are more creative.** Combining print and promo allows brokers and distributors to tell a more comprehensive branding story. Print materials can deliver detailed information, while promo provides an emotional connection and a lasting impression.

**5. Risk is often rewarded.** Brokers and distributors who are flexible and willing to take on new challenges – like adding promo or print – can gain a competitive edge. This adaptability allows them to respond to client needs more effectively.

**6. Service sets companies apart.** Being a service-oriented partner rather than just a vendor is crucial. Brokers and distributors who listen to their clients' needs and offer tailored solutions that combine print and promo are more likely to build strong, long-term relationships.

**7. Value should be a primary focus.** Instead of simply meeting budget constraints, brokers and distributors should focus on providing items that offer perceived value and longevity. Integrating promo and print in a way that maximizes brand visibility and client satisfaction is key to success.