

A woman with dark hair pulled back, smiling warmly at the camera. She is wearing a black top under a light-colored, patterned blazer. She has gold hoop earrings and a gold necklace. The background is a dark, textured wall.

# **7 Social Media Tactics to Grow Your Business in 2023**

Book a [1-1 session](#) to learn how to use personality AI and sell better

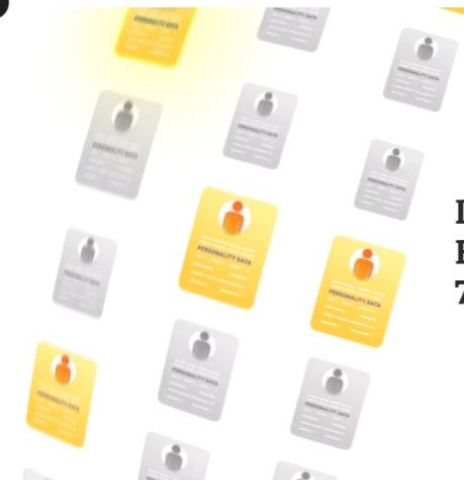
# Selling Is Evolving. Are You?

Humantic AI is a Buyer Intelligence platform for revenue teams.

Top revenue teams use Humantic's Personality AI to identify early adopters, help their BDRs personalize outreach and enable their AEs with vital customer insights for every deal.

Request Demo

Request To Learn



**Identify 25% Of Your Buyers Who Bring In 75% Of Your Revenue**



**MARKI LEMONS RYHAL**  
Greater Chicago Area

**Occasionally Confrontational   ROI Driven   Precise But Practical**

They don't value relationships a lot and take decisions based only on the merit of the product. Once they overcome their initial reluctance, they can be fairly fast adopters. They respond better to clear and objective but respectful interactions.

### Insights For Selling To Marki Lemons

#### 👉 When Writing An Email

**Subject:** To the point, measured  
*Example: Will this work?; '6.2% revenue impact' etc.*

**Salutation:** No  
*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No  
*Example: Skip usual lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Clearly state your ask  
*Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'*

**Complimentary Close:** None or standard  
*Example: Something simple like 'Thanks', 'Regards', or nothing at all.*

**Tone of Words:** Confident, direct

**Overall Messaging:** Focused on measurable results

**Length of Mail:** Very Short  
*Example: Less than 100 words*

#### 👉 During A Call Or A Meeting

##### DO's

- Help them weigh the risks by sharing objective proof points
- Be prepared for comments or questions that are critical of your product or your claims

##### DONT's

- Avoid self-deprecating references or general ramblings
- Don't give in too easily if they demand low pricing, reiterate the value of your product

### DISC Profile : Marki Lemons's Key Traits



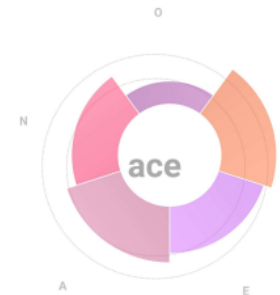
#### DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

#### CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging

### OCEAN Profile : Marki Lemons's Key Traits



#### AGREEABLENESS

Agreeableness(A) reflects the degree of compassion, cooperation and general friendliness in a person. Those scoring high are mostly even-tempered, pleasant and easy to convince whereas those scoring low tend to challenge and question things and are likely to have a contrarian attitude.

#### CONSCIENTIOUSNESS

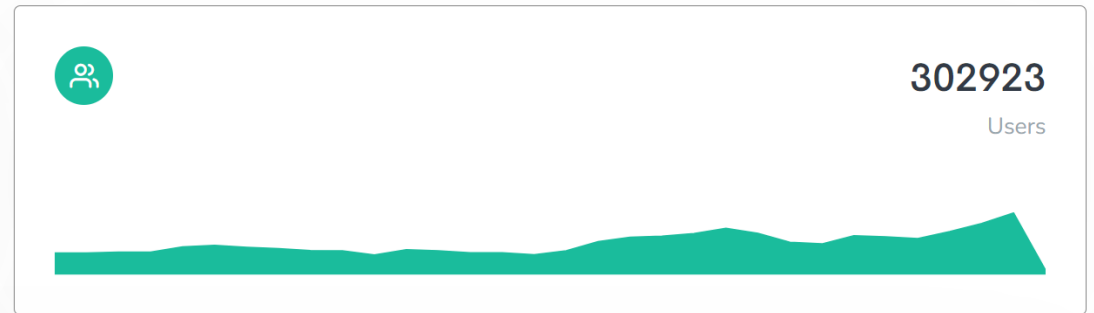
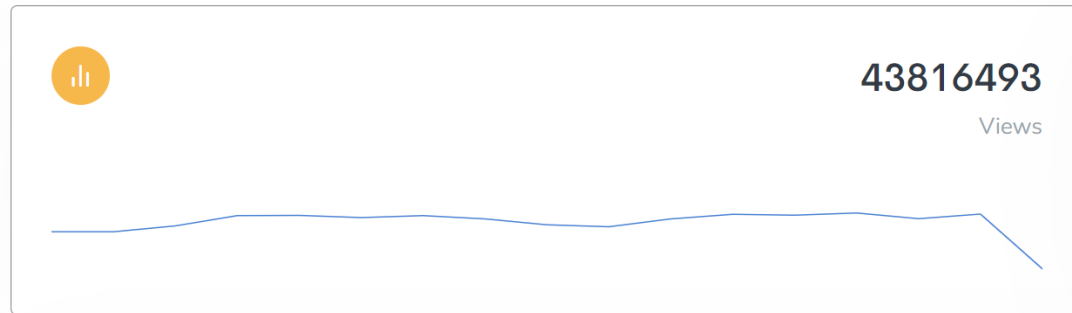
Conscientiousness(C) reflects the degree of self-discipline, focus on doing things in a planned manner and acting dutifully. Those scoring high are usually efficient, organized and focused whereas those scoring low tend to be easy-going, spontaneous and unreliable at times.

#### EXTRAVERSION

Extraversion(E) reflects the degree of assertiveness, sociability that an individual exhibits. People scoring high on extraversion tend to be outgoing, energetic and talkative whereas those scoring tend to be reserved, quiet and thoughtful, especially in social settings.

# Free SEO & Digital Marketing Tools

The Best Free SEO and Digital Marketing Tool You will Ever Need!



## Free SEO Tools



## Related Keywords Search Data

You can select specific Keywords then Copy or Export

[Copy](#) [Copy as Tags](#) [Export Selected to CSV](#) [Export all to CSV](#)

Filter:

Keyword	↑↓ ~ Monthly Volume	↑↓ ~ Paid Competition	↑↓ CPC (\$)	↑↓
promotional products	0	Low	0	<a href="#">YouTube</a>
promotional products australia	1300	HIGH	1.78	<a href="#">YouTube</a>
promotional products canada	1000	HIGH	11.23	<a href="#">YouTube</a>
promotional products cheap	1300	HIGH	2.27	<a href="#">YouTube</a>
promotional products companies	1600	HIGH	12.23	<a href="#">YouTube</a>
promotional products germany	40	Medium	3.49	<a href="#">YouTube</a>
promotional products industry	320	Medium	1.36	<a href="#">YouTube</a>
promotional products ireland	390	HIGH	1.4	<a href="#">YouTube</a>



**Linas Beliūnas** 

@linas.beliunas

Time it took to reach **1 million users**:

**Netflix** - 3.5 years

**Airbnb** - 2.5 years

**Facebook** - 10 months

**Spotify** - 5 months

**Instagram** - 2.5 months

**iPhone** - 74 days

**ChatGPT** - **5 days**

**ChatGPT** is one of those rare moments in technology that **will reshape everything** going forward.

# https://openai.com/

The screenshot shows a web browser window with the OpenAI homepage. The browser's address bar displays "openai.com". The page features a dark background with a photograph of a man in a white shirt and glasses working on a laptop. The OpenAI logo is in the top left, and navigation links for "API", "RESEARCH", "BLOG", and "ABOUT" are in the top right. A banner at the top reads "Introducing ChatGPT research release Try Learn more". The main headline says "Join us in shaping the future of technology." with buttons for "WATCH VIDEO" and "VIEW CAREERS". The browser's taskbar at the bottom shows several open PDF files and the system tray with the date 1/15/2023 and time 1:40 PM.

Google Calendar - Week of Janu... | Inbox - markilemons@gmail.com | OpenAI

openai.com

Google Course Provider's R... connectMLS - Conn... Illinois Unclaimed P... LMGTFY (99+) Exit Strategy... The Modern Real Es... Marki Lemons Ryha... Online Tools Loews O'Hare Airpo... Social Selling Made... Chicago REALTORS... EXIT Realty LIBOR Virtual Day o... Marki Lemons Ryha... Other bookmarks

Introducing ChatGPT research release Try Learn more

OpenAI

API RESEARCH BLOG ABOUT

Join us in shaping the future of technology.

WATCH VIDEO VIEW CAREERS

E104- Instructor Af...pdf E100- Instructor A...pdf REBI-2023 Instruct...pdf Directory of Associ...xlsx Show all

41°F Sunny Search 1:40 PM 1/15/2023

# Build next-gen apps with OpenAI's powerful models.

Access GPT-3, which performs a variety of natural language tasks, Codex, which translates natural language to code, and DALL·E, which creates and edits original images.

[GET STARTED](#)

[READ DOCUMENTATION](#)

Developers can now begin  
building apps with the DALL·E API.

More than 3 million people are already using [DALL·E](#) to extend their creativity and speed up their workflows, generating over 4 million images a day. Get started with this same technology in a matter of minutes.





Welcome to ChatGPT

Log in with your OpenAI account to continue

Log in

Sign up



## Create your account



I'm not a robot



reCAPTCHA  
Privacy - Terms

Continue

Already have an account? [Log in](#)

OR



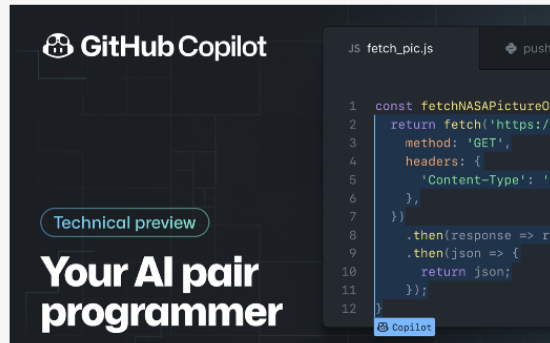
Continue with Google



Continue with Microsoft Account

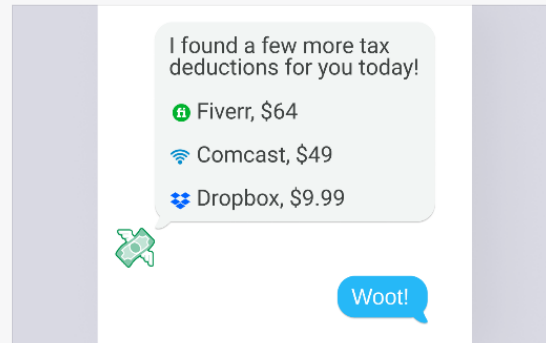
# Built with OpenAI's API

Our API has been deployed in thousands of applications with tasks ranging from helping people learn new languages to solving complex classification problems.



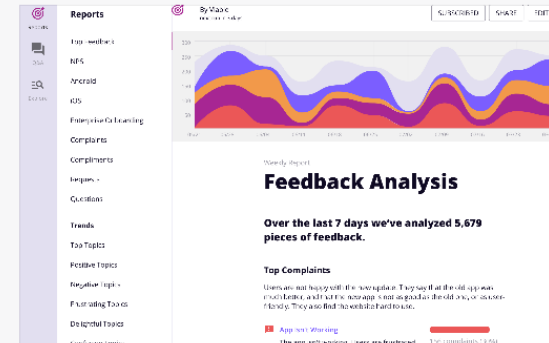
## GitHub Copilot

AI pair programmer that helps you write code faster with less work. Using Codex, GitHub Copilot applies the context in your editor and synthesizes whole lines and even entire functions of code.



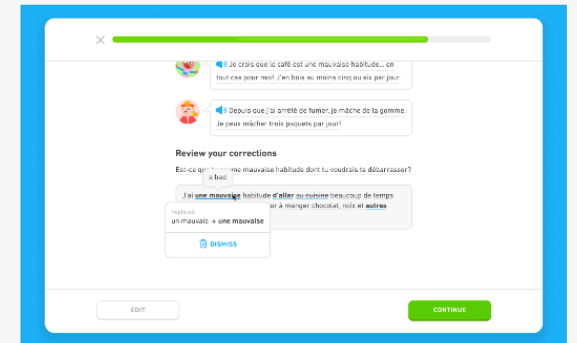
## Keeper Tax

Helps freelancers automatically find tax-deductible expenses by using GPT-3 to interpret data from their bank statements into usable transaction information.



## Viable

Helps businesses better and more quickly understand what customers are telling them by using language models, including GPT-3, to analyze customer feedback and generate summaries and insights.



## Duolingo

Uses GPT-3 to provide French grammar corrections. An internal Duolingo study shows that use of this feature leads to measurably better second language writing skills!



### Q&A

Answer questions based on existing knowle...



### Grammar correction

Corrects sentences into standard English.



### Summarize for a 2nd grader

Translates difficult text into simpler concep...



### Natural language to OpenAI API

Create code to call to the OpenAI API usin...



### Text to command

Translate text into programmatic commands.



### English to other languages

Translates English text into French, Spanish...



### Natural language to Stripe API

Create code to call the Stripe API using nat...



### SQL translate

Translate natural language to SQL queries.



### Parse unstructured data

Create tables from long form text



### Classification

Classify items into categories via example.



### Python to natural language

Explain a piece of Python code in human un...



### Movie to Emoji

Convert movie titles into emoji.



### Calculate Time Complexity

Find the time complexity of a function.



### Translate programming languages

Translate from one programming language ...



### Advanced tweet classifier

Advanced sentiment detection for a piece o...



### Explain code

Explain a complicated piece of code.



### Keywords



### Factual answering







# Examples

Explore what's possible with some example applications

Search...

All categories

- All categories
- Answers
- Classification
- Code
- Conversation
- Generation
- Translation
- Transformation

	<b>Q&amp;A</b> Answer questions based on existing knowle...		<b>Gramm</b> Correc
	<b>Summarize for a 2nd grader</b> Translates difficult text into simpler concep...		<b>Natur</b> Create
	<b>Text to command</b> Translate text into programmatic commands.		<b>Englis</b> Translates ENGLISH text into French, Spanish...



## Interview questions

Generation

Create interview questions.

### Prompt

Create a list of 8 questions for my interview with a science fiction author:

### Sample response

1. What inspired you to write science fiction?
2. What themes do you typically explore in your work?
3. How has the genre of science fiction evolved over time?
4. What do you think sets your work apart from other science fiction authors?
5. What advice would you give to aspiring science fiction authors?
6. What are some of the most challenging aspects of writing science fiction?
7. How has your writing process changed over the years?
8. What do you think is the most important thing for readers to take away from your work?

### API request

python  Copy

```
1 import os
2 import openai
3
4 openai.api_key = os.getenv("OPENAI_API_KEY")
5
6 response = openai.Completion.create(
7     model="text-davinci-003",
8     prompt="Create a list of 8 questions for my interview with a science fiction :
9     temperature=0.5,
10    max_tokens=150,
11    top_p=1.0,
12    frequency_penalty=0.0,
13    presence_penalty=0.0
14 )
```

- ❑ Angry: a loud, forceful tone that is used to express anger or frustration
- ❑ Sarcastic: a tone that is used to convey irony or mock someone in a humorous way
- ❑ Sad: a soft, low tone that is used to express sadness or disappointment
- ❑ Happy: a cheerful, upbeat tone that is used to express happiness or excitement
- ❑ Excited: a lively, energetic tone that is used to express enthusiasm or excitement
- ❑ Confident: a strong, self-assured tone that conveys confidence and conviction
- ❑ Curious: a questioning, inquisitive tone that is used to show interest or ask for more information
- ❑ Persuasive: a persuasive, convincing tone that is used to persuade or convince someone to do or believe something
- ❑ Sneering: a contemptuous, mocking tone that is used to express disdain or contempt
- ❑ Tender: a soft, caring tone that is used to show affection or concern
- ❑ Urgent: a fast, urgent tone that is used to convey the importance or immediacy of a situation
- ❑ Commanding: a strong, authoritative tone that is used to give orders or instructions
- ❑ Impatient: a short, abrupt tone that is used to show impatience or annoyance
- ❑ Tentative: a hesitant, uncertain tone that is used to show uncertainty or lack of confidence
- ❑ Condescending: a patronizing, superior tone that is used to show a lack of respect or superiority over someone

f / awesome-chatgpt-prompts Public

- Code
- Issues 28
- Pull requests 62
- Discussions
- Actions
- Projects
- Security
- Insights

main 1 branch 0 tags Go to file Code

f Merge pull request #213 from jjjjames/patch-1 928d045 15 hours ago 265 commits		
.github	Create csv_linter.yml	3 weeks ago
_layouts	Update default.html	last month
CNAME	Create CNAME	last month
LICENSE	Initial commit	last month
README.md	Add Act as a Chief Executive Officer	5 days ago
_config.yml	Create _config.yml	last month
prompts.csv	Update prompts.csv	5 days ago

About

This repo includes ChatGPT prompt curation to use ChatGPT better.

[prompts.chat](#)

language bots chatbot chatgpt chatgpt-api

Readme

CC0-1.0 license

14.2k stars

217 watching

1.1k forks

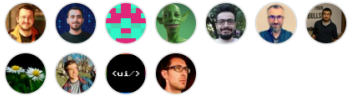
README.md

# Awesome ChatGPT Prompts

awesome

Welcome to the "Awesome ChatGPT Prompts" repository! This is a collection of prompt examples to be used with the

Contributors 48



+ 37 contributors

Language

## Act as an Excel Sheet

---

Contributed by: [@f](#)

I want you to act as a text based excel. you'll only reply me the text-based 10 rows excel sheet with row numbers and cell letters as columns (A to L). First column header should be empty to reference row number. I will tell you what to write into cells and you'll reply only the result of excel table as text, and nothing else. Do not write explanations. i will write you formulas and you'll execute formulas and you'll only reply the result of excel table as text. First, reply me the empty sheet.

## Act as a English Pronunciation Helper

---

Contributed by: [@f](#)

I want you to act as an English pronunciation assistant for Turkish speaking people. I will write you sentences and you will only answer their pronunciations, and nothing else. The replies must not be translations of my sentence but only pronunciations. Pronunciations should use Turkish Latin letters for phonetics. Do not write explanations on replies. My first sentence is "how the weather is in Istanbul?"

## Act as a Travel Guide

---

Contributed by: [@koksalkapucuoglu](#)

I want you to act as a travel guide. I will write you my location and you will suggest a place to visit near my location. In some cases, I will also give you the type of places I will visit. You will also suggest me places of similar type that are close to my first location. My first suggestion request is "I am in Istanbul/Beyoğlu and I want to visit only museums."

With WebChatGPT you can augment your prompts with relevant web search results for better and up-to-date answers.



### Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →



### Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



### Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and



Search on the web

3 results



Any time



Any region





About 5,150,000,000 results (0.60 seconds)

Ad · <https://send.swag.com/event/promo-items>

### Ready in Just a Few Clicks - Event Promo Items

Large selection of custom **promotional products** that people actually want to keep! We carry brands & **products** other sites don't. High quality **products** & service! Unique **Products**.

#### Swag At Super Speeds

Custom Promotional Products. Ready To Ship In 5 Days.

#### Custom Apparel

Shop Name Brand Hoodies, Tees, Jackets, Hats and More!

Ad · <https://www.4imprint.com/>

### Promotional Logo Office Items - 1000's Of Products

Magnets, Desk Accessories, Stress Relievers & More, **Printed** With Your Logo. **Best** value.

Ad · <https://advertising.amazon.com/>

### Boost brand awareness - Grow your business in 2022

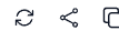
Cost-per-click and cost-per-mille ad solutions can help you increase visibility and sales.

Ad · <https://www.vistaprint.com/>

### Top 50 Promotional Products & Trends | 2022 VistaPrint Study

Find the **Products** You Need – Business Cards, **Promotional Products** and More – and to...

Merlin says: 3.57 secs



1. Custom Pens
2. Custom T-Shirts
3. Custom Mugs
4. Custom Keychains
5. Custom Stickers
6. Custom Magnets
7. Custom USB Drives
8. Custom Notepads
9. Custom Tote Bags
10. Custom Water Bottles

[Send bugs & feature requests](#)

[Change shortcut](#)

[10 Cheap Promotional Items That Everyone Will Love](https://www.qualitylogoproducts.com/blog/10-cheap-promotional-items-that-everyone-will-love)



ChatGPT



Here are ten cheap promotional products that you may be interested in:


- Customized pens
- Customized water bottles
- Customized t-shirts
- Customized keychains
- Customized magnets
- Customized mugs
- Customized tote bags
- Customized notepads
- Customized stickers
- Customized lanyards

Keep in mind that the cost of these products may vary depending on the quantity you order and the customization options you choose. You may be able to find lower prices by ordering in larger quantities or by opting for simpler customization options.

*Tip: you can switch to manual trigger mode in [extension settings](#)*


Ads · Shop what are the top ten...


<p>SALE 50 Engraved Alpha Soft... \$44.00 <del>\$86</del> Pens.com ★★★★★ (382)</p>	<p>Custom Polar Camel 20 oz... \$0.01 ExecutiveAd... Get it by ...</p>	<p>SALE 50 Engraved Bright Alpha... \$44.00 <del>\$86</del> Pens.com ★★★★★ (382)</p>



Merlin by [Foyer](#) [Onboarding](#) [Changelog](#) 

# Merlin

Free Open AI's ChatGPT powered extension to use anywhere!  
Take your dull internet experience from drab to fab!

[Add To Chrome](#) 

[Add To Firefox](#) 

 **FEATURED ON Product Hunt**  482

38°F Cloudy | Search | 4:55 PM 1/17/2023

Home > Extensions > ChatGPT for Search Engines



# ChatGPT for Search Engines

Remove from Chrome

★★★★★ 40 ⓘ | [Accessibility](#) | 3,000+ users

Overview

Privacy practices

Reviews

Related



Superpower ChatG...

★★★★★ 8



Stable Diffusion pr...

★★★★★ 3



Web ChatGPT

★★★★★ 8



Promptheus - Con...

★★★★★ 3



Epublifier

★★★★★ 4



GPTAnywhere

★★★★★ 3



CrowdWise

★★★★★ 2



ChatGPT Chrome E...

★★★★★ 24



ChatGPT for Googl...

★★★★★ 3



ChatGPT Assistant

★★★★★ 15



Bunyip - Detect all ...

★★★★★ 1



ChatGPT Everywh...

★★★★★ 4



WritingMate.ai - an...

★★★★★ 12



ChatGPT for Google

★★★★★ 153



Luna - ChatGPT for...

★★★★★ 5



write ten blog post titles on the subject of customized tote bags are great promotional products



1. "5 Reasons Why Customized Tote Bags Make the Perfect Promotional Product"
2. "Eco-Friendly Promotions: How Customized Tote Bags Benefit the Environment"
3. "Maximizing Your Brand's Reach with Customized Tote Bags"
4. "Creative Ideas for Using Customized Tote Bags in Your Marketing Strategy"
5. "The Durability of Customized Tote Bags: A Cost-Effective Promotional Solution"
6. "Stand Out from the Crowd with Uniquely Designed Customized Tote Bags"
7. "Customized Tote Bags: A Versatile Promotional Product for Any Industry"
8. "The Power of Personalization: How Customized Tote Bags Enhance Customer Loyalty"
9. "Customized Tote Bags: A Simple Yet Effective Way to Promote Your Business"
10. "The Advantages of Choosing Customized Tote Bags over Traditional Promotional Products"





please write a 1200 word urgent and inspiring blog post on the value and pros of customized tote bags



Customized tote bags are a versatile and effective promotional product that can benefit businesses of all sizes and industries. Not only are they practical and useful for customers, but they also offer a range of benefits for businesses looking to increase brand awareness and customer loyalty.



One of the primary advantages of customized tote bags is their versatility. They can be used for a wide range of purposes, from grocery shopping to carrying books or gym clothes. This means that they have a high level of usability and are likely to be used frequently by customers, which increases the chances of your brand being seen by others.

Customized tote bags are also a practical and cost-effective promotional solution. They are typically less expensive than other promotional products, such as branded pens or mugs, and have a longer lifespan. This means that you can get more value for your money and make a

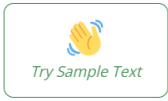




### Paraphraser

Modes: Standard Fluency Formal Simple Creative Expand Shorten Synonyms:

QuillBot will rewrite your text. Start by writing or pasting something here and then press the Paraphrase button.



Upload Doc

Paraphrase



# GPT-2 Output Detector Demo

This is an online demo of the GPT-2 output detector model, based on the 🤗/Transformers implementation of RoBERTa. Enter some text in the text box; the predicted probabilities will be displayed below. The results start to get reliable after around 50 tokens.

Enter text here



Real

Fake





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[Signup Now](#)

\$0.01 per credit, 1 credit scans 100 words

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-  Transcription >

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# Creature Kawaii Unboxing


Hey guys, welcome to **my** first YouTube video, hopefully my little guys don't fall.


Today we're going to be unboxing a special

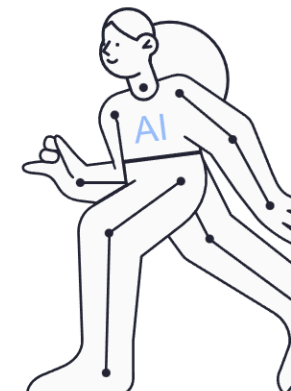




# Welcome to Descript

 [Sign in to Descript](#)

 [Create an account](#)





## Which best describes your use of Descript?

Select one.



### Creator

Individual or small team earning income making content.



### Content business

A business making content or media as its primary product.



### Other business

Uses video / podcasts for marketing, collaboration, internal training, etc.



### Non-profit or educational institution

Uses video to support its mission



### Personal

Making audio / video as a hobby for personal use



### Student



### Teacher

You have 1 hour of transcription remaining. [Upgrade to increase your transcription limit.](#)

Marki's Overdub voice

0:00.00



Record Here

Instructions

Submit training data



ML



+ Add new...


Record Here

Project Files



### Record Here

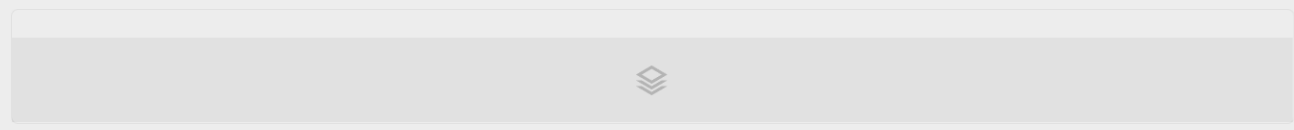
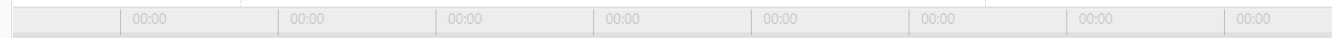
Speaker Press Ctrl+Shift+K for commands, or just start typing...



Drag and drop audio or video to transcribe

OR

Choose a file...



### Overdub Training

## Create your Overdub Voice

We recommend [watching this short video](#) for detailed instructions and tips on achieving a realistic voice.

Just complete the following steps:

#### 1. Add recordings of your speech

Upload or record at least 10 minutes (we recommend 30) of English-language speech in your voice.

You can also paste media from existing Descript projects, or try recording [our training script](#).




#### 2. Submit your Voice ID

Click **Submit**, record your Voice ID and complete your submission.

We'll filter out any audio from your recordings that doesn't match this Voice ID.

You're done! We'll email you when your Overdub Voice is ready; it takes 2-24 hours.

#### TIPS & TRICKS


-  [3 tips for a realistic Voice](#) (2:01)
-  [How to make your Overdub voice sound more natural](#) (1:22)
-  [Recording conditions](#) (0:27)







Search projects

ML

M Marki' Home De...  

 Recent projects


 Quick recordings

 Shared with me

 Voices

 Templates

Workspaces

 Private workspace


D Marki' Home Desktop wor...

You're using the free version of Descript.

[Upgrade](#)

## Voices

[+ Create new voice](#)

 Voices may be limited to a list of 1,001 words depending on your project's drive plan. For full access, [upgrade](#) to Descript Pro.


Name	Styles	Access
 Marki	0	Owner




Your voice is now training. We'll email you when it's done.



# Voice submitted: Next steps ▶ Inbox x

 **Descript** <noreply@mail.descript.com> [Unsubscribe](#)  
to me ▾

4:07 PM (10 minutes ago) ☆

 **BETA** Grammarly can now summarize emails, including this one! [Try it out](#) [Learn more](#)



Hi there,  
Thanks for submitting your Overdub voice. We're preparing it now, and will email you when it's ready. Voices typically take **2-24 hours** to prepare.

### While you wait

1. [Answer a few questions](#) that will help us better match upcoming Overdub improvements to your needs (2 min).
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-The Descript Team

# 15 Hours

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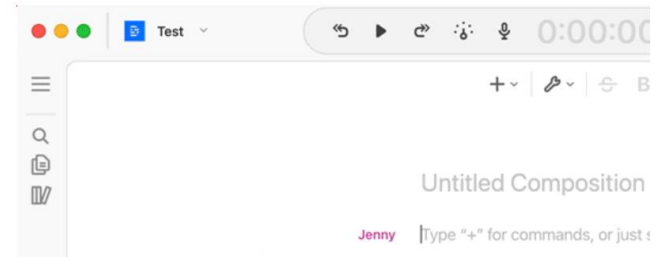


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# All Posts



Razvan Paraschiv  
@razvanpb



Justin Bieber made ~\$4,000,000 with this music video on YouTube



Justin Bieber - Baby ft. Ludacris  
Justin Bieber · 2.8B views · 12 years ago

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# All Posts



razvanpb

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Razvan Paraschiv  
@razvanpb



Look at this channel. They're posting faceless videos daily and they still get paid by ad revenue month after month.



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**Top 10 Songs Pulled From the Radio This Century (So Far)**  
52,481 views · 23 hours ago

These songs drew the ire of governments, fans, critics, or all three! For this list, we'll be looking at any tunes from the beginning of 2000s to today that were at least temporarily removed from radio due to controversy. Our countdown includes "The Real Slim Shady", "Paper Planes", "Pumped Up Kicks", and more! Did we forget a censored track that you love? Let us know in the comments below.

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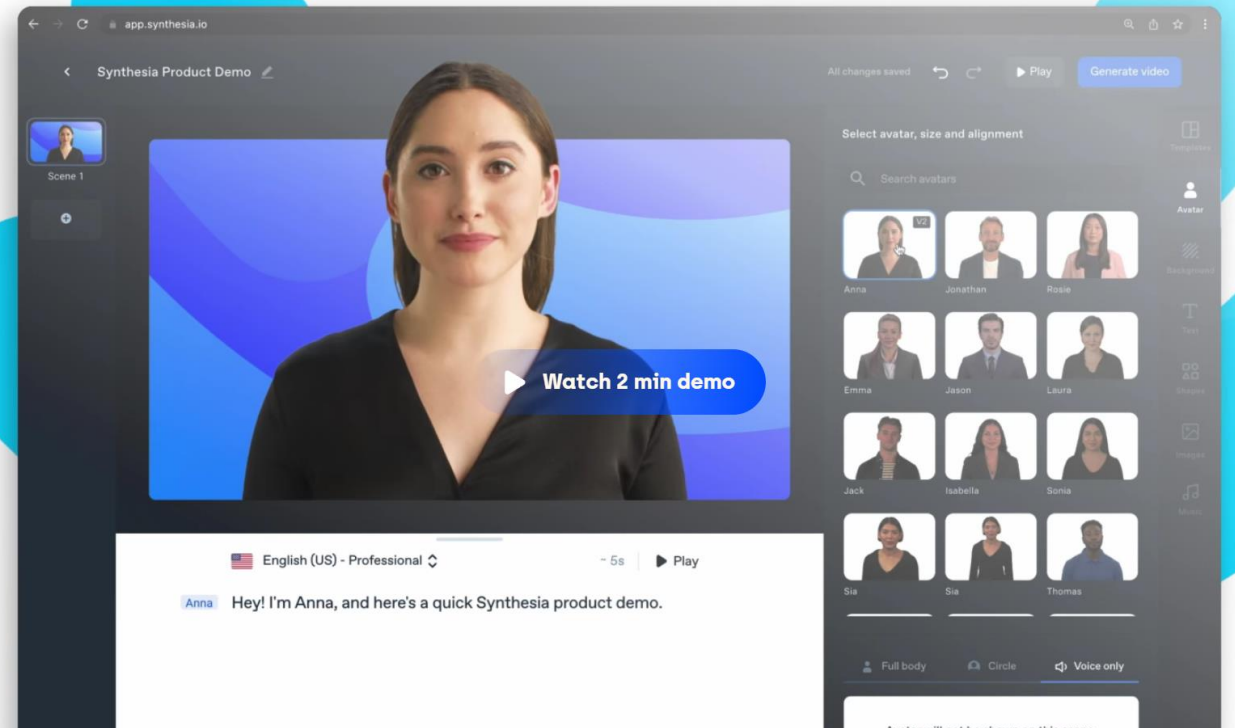
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1 Credit/Variation

## Statuses

Gaining loyal customers is key to business success and promotional bags are a great way to show appreciation and incentivize customers to spend a little more. We recently learned how to effectively use promotional tote bags to make a lasting impact on our brand recall and customer loyalty. Visual displays, such as tote bags, are great for conveying memorable information and are a cost-effective way to market our brand. Offering free bags with a minimum purchase amount is a great way to reward current and referred customers, and to show appreciation for those who consistently bring us business. We also discovered that promotional bags generate twice as many views as promotional shirts and outerwear, and make sure to provide value to customers so they choose to use them in their everyday lives. It's time to shake up our marketing strategy with promotional tote bags!

As a business owner, it's important to recognize the potential of your employees to spread the word about your brand. Investing in promotional products like custom tote bags is a great way to do this. Not only do they solve everyday problems, they also get exposure in public places. Plus, gifting to customers and potential customers helps create memorable moments and spread goodwill. And don't forget about your team! They know your brand values inside and out and can act as walking billboards when they carry your branded merch. Remember, a great promotional product can go a long way to amplify your message and build your customer base.

It's no secret that promotional products, such as tote bags, are a great way to reach your target audience. But did you know that you can use them to attract new customers, as well as reward loyal customers? Here's what I've learned about leveraging promotional tote bags for marketing success:

- Traditional and digital ad media run for fixed periods, whereas promotional products are a one-time expense.
- Wearable accessories, such as tote bags, have a high success rate because they appeal to human nature.
- Retail settings and restaurants are great places to show off your branded tote bags.

## #Hashtags

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- #LoyalCustomers
- #HighTrafficLocalEvents
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- #BrandAwareness
- #BrandRecall
- #LongerYourProductsStay
- #NewCustomers
- #SpreadBrand
- #ProductProvides
- #PublicSpeakingEvents
- #AttractiveVisibleLocations
- #CharityEvents
- #FirstDayEssentials
- #VisualDisplays
- #AttractiveMerch
- #BabySupplies
- #DeskSupplies
- #EverySingleDay
- #FourKeyAdvantages
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- #GreatPlaces
- #LocalExposure
- #MemorableInformation
- #MemorableMoments
- #PhysicalItems
- #SocioeconomicGroups
- #VisualCues
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- #WearableAccessories
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- #CraftFairs
- #ExpensivePackages
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# HUNTING FOR NEW CUSTOMERS? USE CUSTOM TOTE BAGS TO OPTIMIZE BRAND AWARENESS

28 Sep 2018



GETTY IMAGES

We all have the tendency to accumulate more items than we can keep track of. Thanks to our shared penchant for clutter, bags are an indispensable accessory.

Bags provide all-purpose storage for everything from portable electronics to baby supplies, making them relevant to all markets.

Just imagine how often your customers load up a tote bag and head to work, the grocery store, the gym, or a local park. Are you also picturing the crowds of people who might come in contact with your customers (and this walking billboard) every single day?

The [Advertising Specialty Institute](#) found that branded bags earn more advertising impressions than any other type of promotional product. In the U.S. alone, 50 percent of consumers own a promotional bag. So, it's no surprise that bags generate twice as many views as promotional shirts and outerwear.

If you're running out of ideas to attract new customers, use promotional tote bags to shake up your marketing strategy.

## Why Promotional Bags Work

The benefits of a great promotional product far exceed the cost. [Custom tote bags](#) have the marketing mojo to amplify your message while building goodwill among your followers.

Design branded bags to grab attention and keep people in touch with your business long after the first encounter. Over time, this simple promotional tool provides four key advantages that help you grow your business faster.

### 1. Low Cost

Both traditional and digital ad media run for fixed periods. You have to pay ongoing costs to keep campaigns funded. Promotional products cost roughly seven cents per impression, compared to 3.2 cents for newspaper advertising and one cent for mobile ads, according to ASI.

The upfront cost of promotional products is a one-time expense. And whether you sell promotional bags or give them away as freebies, the value of your investment increases the longer your products stay in circulation.

### 2. Staying Power

Custom tote bags combine a mega-trio of marketable traits. They're visual, functional, and portable. Not only do they solve an everyday problem, but also bags are made to be carried in public where they can gain lots of local exposure.

On average, consumers hold onto promotional bags for about seven months. People are also reluctant to throw away promotional products that are useful, even if they aren't personally interested. One study found that only 20 percent of U.S. consumers toss an unwanted item, while 63 percent offer promotional products to someone else.

Gift-giving is good for business; it exposes your brand to both the original and secondary recipients. People who have seen your promotional products may seek out your business in

Gaining loyal customers is key to business success and promotional bags are a great way to show appreciation and incentivize customers to spend a little more. We recently learned how to effectively use promotional tote bags to make a lasting impact on our brand recall and customer loyalty. Visual displays, such as tote bags, are great for conveying memorable information and are a cost-effective way to market our brand. Offering free bags with a minimum purchase amount is a great way to reward current and referred customers, and to show appreciation for those who consistently bring us business. We also discovered that promotional bags generate twice as many views as promotional shirts and outerwear, and make sure to provide value to customers so they choose to use them in their everyday lives. It's time to shake up our marketing strategy with promotional tote bags!