



Promo Industry 101: What To Do When You're New

Presented by Joan Miracle

Executive Director
ASI Corporate Accounts

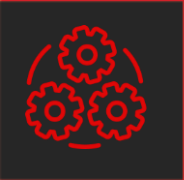




Planning on Attending the Lunch & Learn Today?

Make sure you pick up a free ticket at the Education Desk by the escalators. *This ticket is something new* that ASI is doing, because they want you to fully enjoy the 11 o'clock session, **without leaving early to get in line for lunch!**

- I will be at the Refresh and Recharge lounge on the Show Floor on Wed. from 12:30-1:30 for 10 min appointments – Center Show Floor ASI Booth



Hello!

- 14 years in the ad specialty industry
- Has helped hundreds of distributors grow their business selling promo products
- Main focus and passion is sales & sales training



AGENDA

1 Industry Overview

5 Business Planning

2 Top Markets & Products

4 Tools and Resources

3 Best Practices

4 Questions

Industry Overview

Industry Overview



1. What are promo products?

Any item with a name, slogan, or message

2. Who buys promo?

End-buyers – people, businesses or organizations looking to promote their brand or company

3. How large is the industry?

Any Guesses?

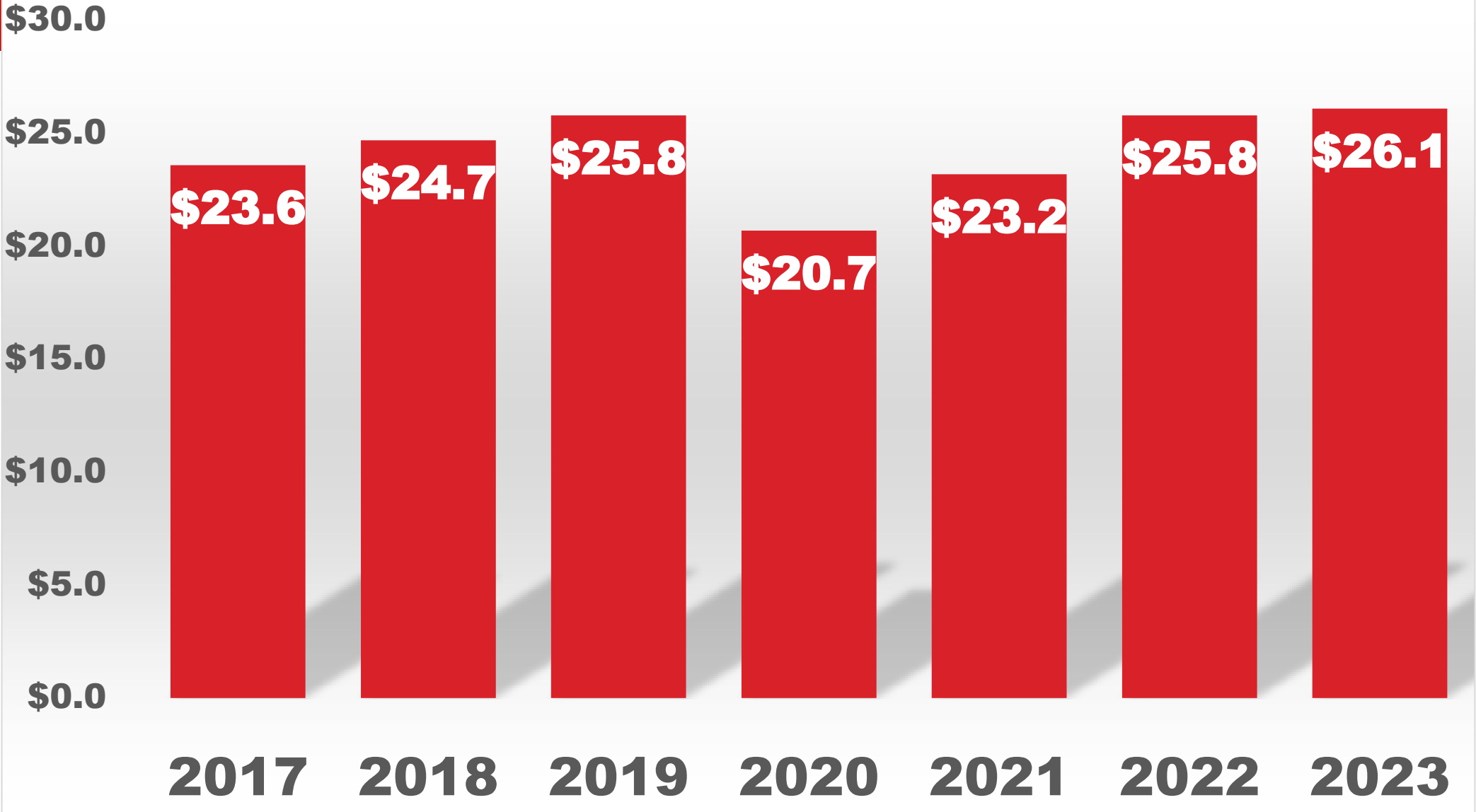
4. Why promo products?

Promotional Products are the most highly rewarded form of advertising



Industry Sales

*Annual Sales in BILLIONS

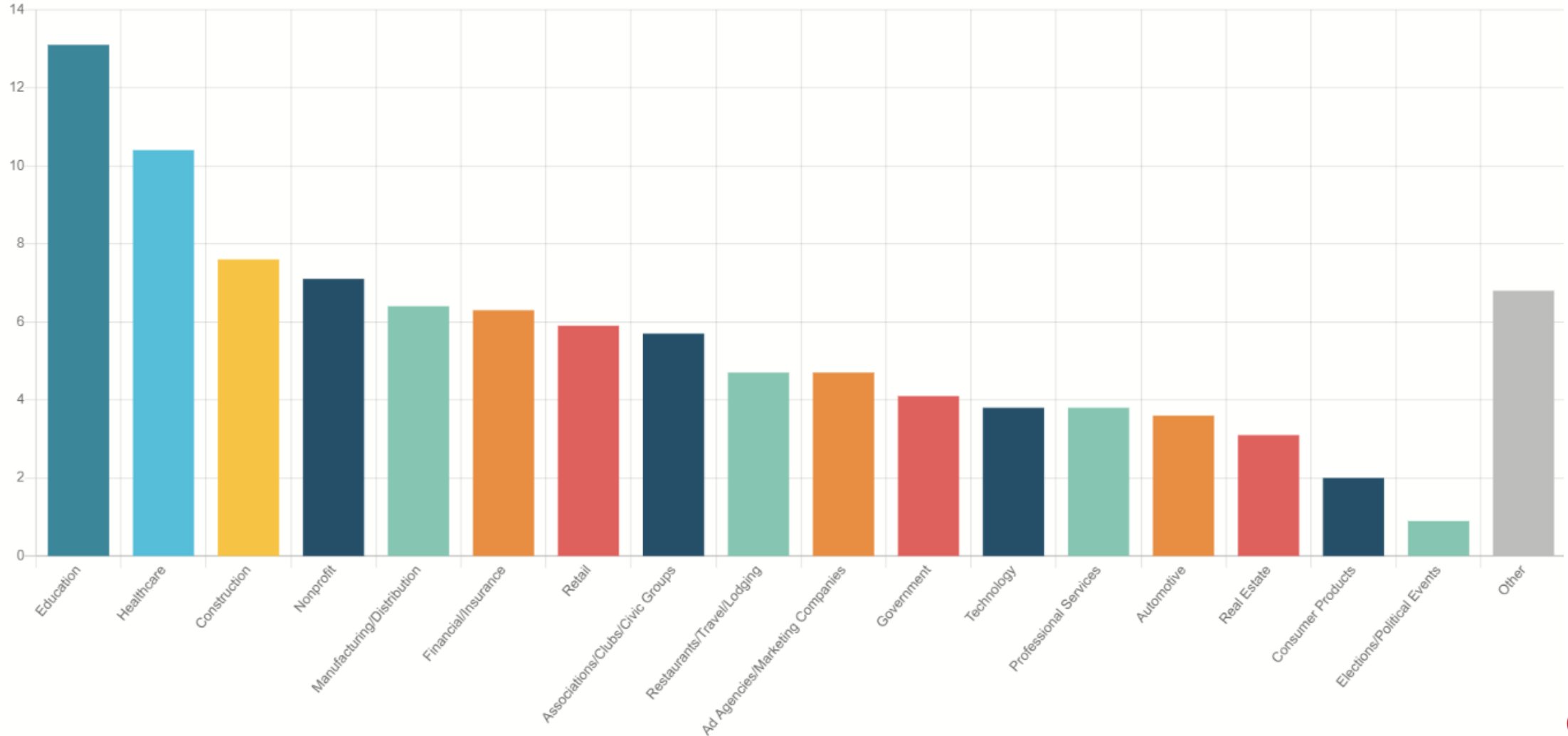


Top Markets & Products



Leading Industries

Education is **number one** for the eighth time in nine years

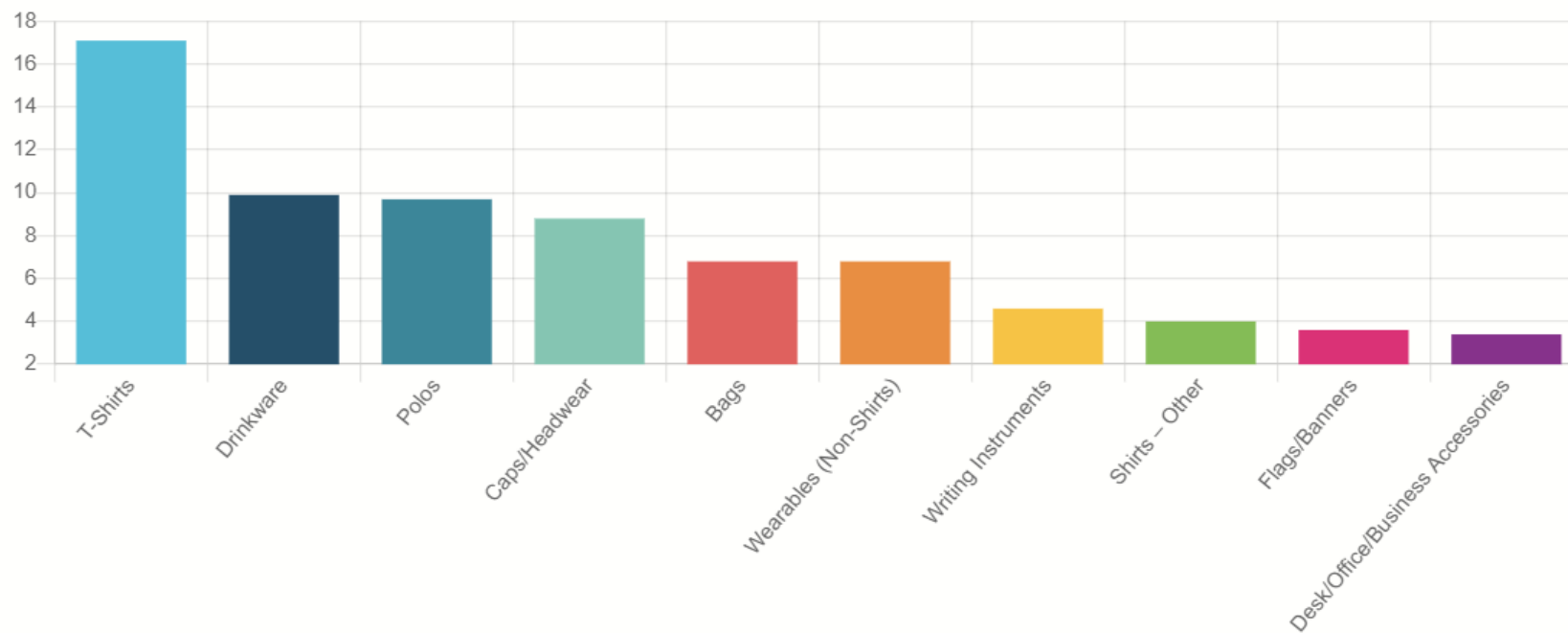




Product Category - Sales

TOP 10 PRODUCT CATEGORIES

(As Percentage of Overall Promo Products Sales)



AND THE REST

Health & Safety **3.3%**

Buttons/Badges/Ribbons/Stickers/Decals/Emblems/
Lanyards **2.9%**

Electronics/USBs/Computer-Related Products (Non-
Mobile Tech) **2.6%**

Blankets/Towels **2.4%**

Recognition Awards/Trophies/Jewelry **2.2%**

Mobile Tech Accessories **2.2%**

Housewares/Tools **2.1%**

Calendars **2.0%**

Books/Cards/Postcards/Stationery/Giftwrap **2.0%**

Magnets **1.5%**

Food Gifts & Bottles of Water **1.2%**

Other **0.9%**

Industry Profile:

#1 Education



Buyers

- Colleges
- Universities
- Private Schools
- Public High Schools
- Elementary Schools

Targeting Education



Apparel

Sweatshirts, T-shirts, Hats



Office Supplies

Pens, Highlighters, Notebooks, Rulers, post-its, calendars



Sports

Uniforms, Water Bottles, Sweat Towels, Pom Poms, Rally Towels



Awards

Paper Certificates with Seals, Tenure Plaques

Industry Profile:

#2 Healthcare



Buyers

- Hospitals
- Nursing Homes
- Physical Therapists
- Dentists
- Pharmacies
- Urgent Care

1

Dentists

Toothbrushes
Floss
Stickers for kids
Dental care travel kit

2

Pharmacies

Business card holder
Prescription bags
Calendars
Drinkware

3

Nursing Homes

Mini pill cutter
Pens
Tote bags
Pill box

4

Physical Therapists

Hot and cold packs
Massage balls
Back brace
Stress reliever

Product Ideas

Industry Profile:

#3 Construction



Buyers

- Home Builders
- General Contractors
- Corporate Builders

1

Safety and Health Programs

Completion certificates
Awards
Corporate gifts

2

Customer Appreciation

Food promos
Branded blankets
Kitchen essentials

3

Apparel and Headwear

New hire T-shirts & uniforms
Logoed headwear

4

Sales Incentives

High-end promo
TVs
Watches
iPads

Product Ideas

Member Tips for Construction Industry Targeting



1

Reach out in the off season

2

Best value, quality product & quick turnaround

3

They love centralized purchasing

4

Think long term with these clients



Industry Profile:

#4

Manufacturing



Buyers

- Toys
- Auto
- Food
- Electronics
- Wholesalers



Product Ideas



1 Uniforms: Industrial shirts & pants, High visibility clothing, Jackets, Hats, Gloves, Corporate office apparel

2 Recruitment: T-Shirts, Hats, Writing instruments, Magnets

3 Signs & Displays: Front door mats, Feather flags, Signage

4 Safety Gear: Face shields, Hard hats, Safety glasses

5 Incentives: Performance apparel, Trophies & awards, Corporate gifts & incentives

Industry Profile:

#5 Retail



Buyers

- Retail stores
- Supermarkets
- Clothing stores
- Department stores
- Convenience stores
- Superstores

Product Ideas

1 Wearables: Hats, Aprons, Name tags, Lanyards, T-shirts & Polos

2 Signage: Store signage, Banners, Sale signs, Store displays, Floor stickers

3 Bags: Reusable, Paper, Recycled

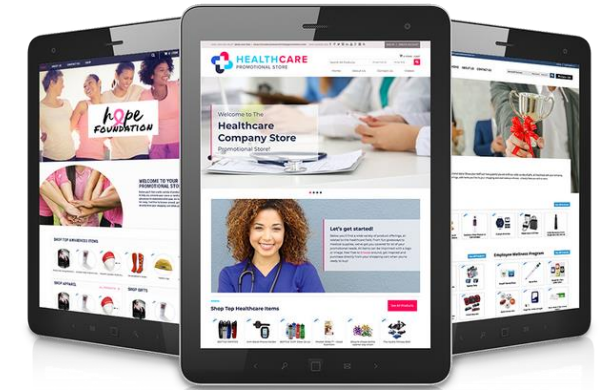


CVS/pharmacy

Mark Davis
Customer Service



Member Tip: Consider Company Stores



What

A Company store is an online store you can set up to manage orders for a specific clients, market or event.

Why

- Consistent and increased sales
- Easier to track orders
- Automatic payments
- Enhanced client relations

How

- Employee stores: Branded merch, Uniforms
- Employee Incentive Programs
- Consistent branded signage

Best Practices





Pay Attention to Trending Products



Stanley Quencher



Self Promos

- 1 Don't give away junk or closeouts
- 2 Give away higher quality/higher margin items
- 3 Giving away promo shows that you believe in promo
- 4 Functional quality items will be used more, appreciated more, and remembered

- 5 Show off new imprint



Make sense – walk the talk



Self Promos

ASI Best Distributor Self-Promotion 2023



WHOOPLA's (asi/522701) tiki bar summer swag kit includes a bottled infusion kit (101457-000) now carried by Gemline (asi/56070), an engraved bamboo straw (20-6721) from Totally Bamboo (asi/91565), a Lewis bag, an engraved wooden mallet, custom hibiscus syrup and drink accessories, all in a self-sealing box from CompanyBox.



The mixed drink from WHOOPLA's tiki bar mailer was an Instagram-worthy hit.

“You can’t throw a bunch of random stuff in a box. When you can tie everything together, it makes for a much better experience.”

John Vo, WHOOPLA

- Campaign Cost \$4,000 for 85 kits sent to VIP clients and prospects who had been unresponsive
- WHOOPLA gained 3 new clients that spent \$33,000 on initial projects
- Over \$20,000 in additional kitting projects came in that can be attributed to the campaign
- Overall the summer swag kit brought in over 1,225% ROI



Self Promos

“We wanted to show a targeted audience what they could do with their brand.”

Heather Comerford, 1338Tryon



- Targeted Males 40-60
- Mailed 30 boxes out to male dominated industries like trucking and technology
- Sent to customers and prospects

2022 ASI PROMO CAMPAIGN AWARD
Best Distributor Self Promotion





Self Promos

- Sent out just over 30 boxes
- 3 prospects became customers
- One client wanted to use the same 5 products with their own branding
- Another prospect set up an online store
- A C-Suite-Level client set up the same box for their sales team in 2022

Best Practices for Selling Promo

1

Understand the type and quality of promotional products to meet your clients needs

2

Show samples

3

Look for repeat orders

4

Look for upsell opportunities





Important to Note:

"Once you have a contact within the organization, such as a safety manager, you can ask for referrals to other departments such as human resources."

-ASI Distributor



Power of Referrals

- 1 Asking for referrals is an easy form of lead generation
- 2 Best place for referrals is from your current customers
- 3 Add a line to POs, invoices, email signatures
- 4 Offer a discount or free gift as a thank you
- 5 Remember: timing is key! Make sure to ask for referrals after checking in and the customer is happy with the order they received

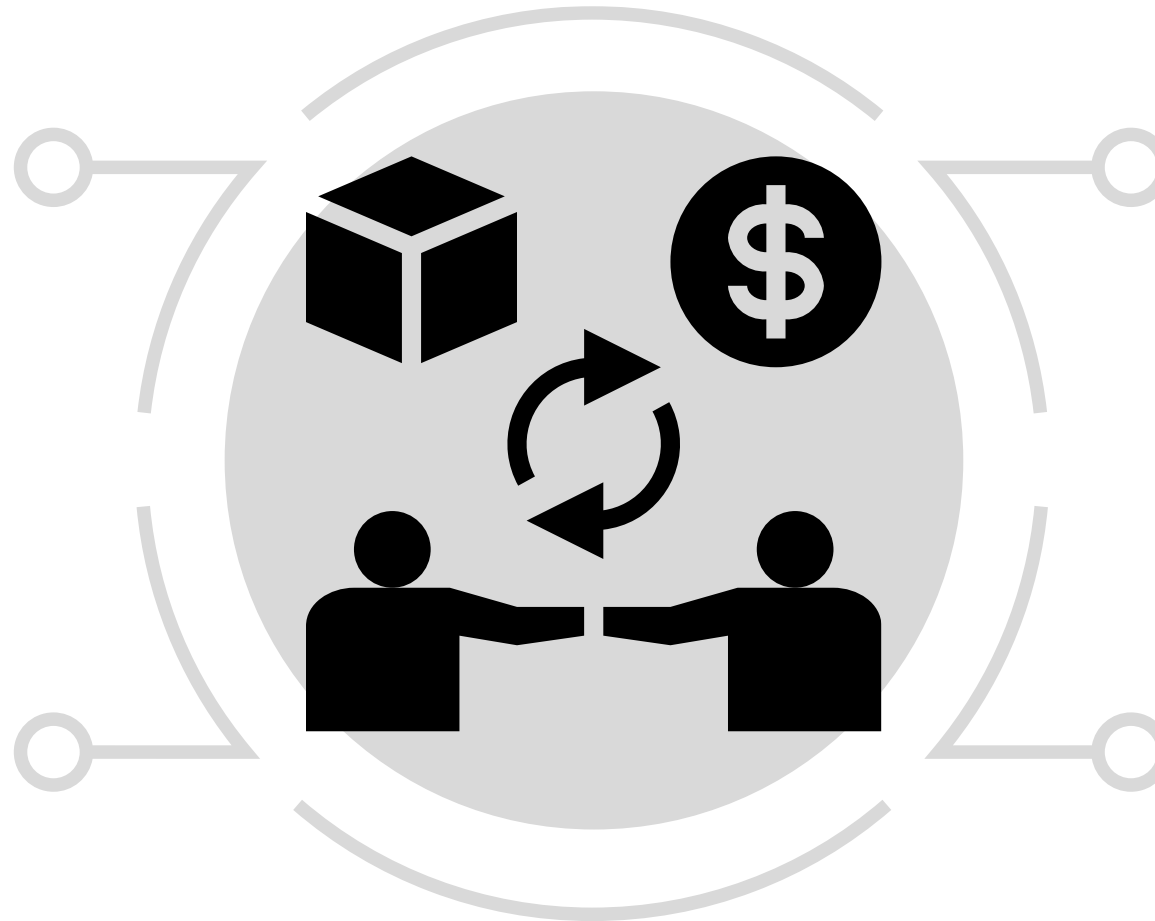




Upsell When Possible

Be prepared to pitch other related items

Always think about where the promo is being used



Suggest kitting

Consider future business and suggest items for other events



Kitting and Custom Packaging



ASI Media Selects Packaging As Its 2022 “Product Of The Year”

Packaging delivers a surefire “wow” factor, making it an essential first step in the branding experience





Diversifying Your Client Base



- Look at your customer base and identify at least 5-10 markets where your business comes from
- Consider targeted emails or postcards with promo product suggestions to help branch out
- Add clients in more vertical markets that have significant sales potential



Target a Specific Client



- Spec samples branded for them
- Be creative
- Be strategic

“If a customer of Jason’s likes the branding they see in his shop, they’re more likely to support the promo company that he partners with. It’s a natural referral system.”

Jessica Joyce, Fully Promoted Towson





Target a Specific Industry or Business Type





Use a Consultative Approach

Ask a lot of open-ended questions

Present solutions, don't just sell items

Remember: Listen first, talk second



Listen to your clients

Present multiple options



Good Questions to Ask Your Customers

- ✓ Do you have any Employee incentive/recognition/wellness programs?
- ✓ How do you get new customers, leads, social media followers?
- ✓ What do you do to retain your current customers?
- ✓ Do you have any new products or services coming out this year?
- ✓ How do you thank customers for a referral?
- ✓ Are you involved in sponsoring/participating in any charity events? (ie. golf outings/non-profit walks or runs)
- ✓ How do you increase donations and sponsorships?
- ✓ How do you thank employees and customers around the holidays?
- ✓ Do you buy promotional products today to help market your business? If we were able to offer this to you, would you look for us to provide these products?
- ✓ How do you market your business?
- ✓ Do you do tradeshow?
- ✓ Who else in your organization uses ad specialties?



Best Practice Sales Approach



Williams & Associates

asi/360450

Bert & Anne Williams.
Counselor Magazine Family
Business of the Year 2016



Best Practice Sales Approach



6 Points to a Good Promotion

1. Goal/Objective
2. Target Audience
3. Theme
4. Distribution Method
5. Budget
6. Program/Promotion/Item



Never Stop Prospecting

PR Visits



Tip:

Going back to prospects that might say no to print, could say yes to promo

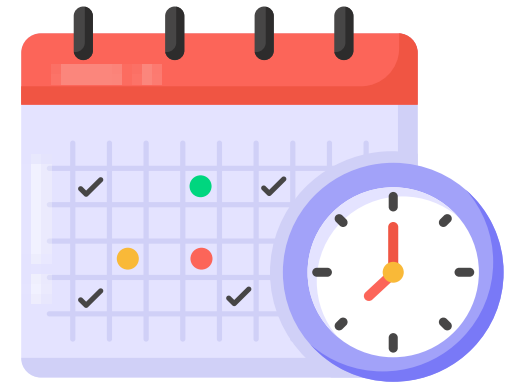
Sales Calls



Tip:

That last call of the day could be the one to make your sales goal

Follow-up



Tip:

Create a repeat order plan to help increase sales

Business Planning



Making a Business Plan

Have a plan

There's one thing every successful business has in common – they have a plan.



Analyze your current business

Take inventory of what's working and what needs improving.

Know your target audience

The sooner you know your target market, the easier it will be to maximize your marketing dollars.



Grow your social presence

Show your personality through images and video and make sure to engage with your followers.

Consider your products

Make sure to include popular items, like pens, mugs and tumblers. More niche products will limit your reach



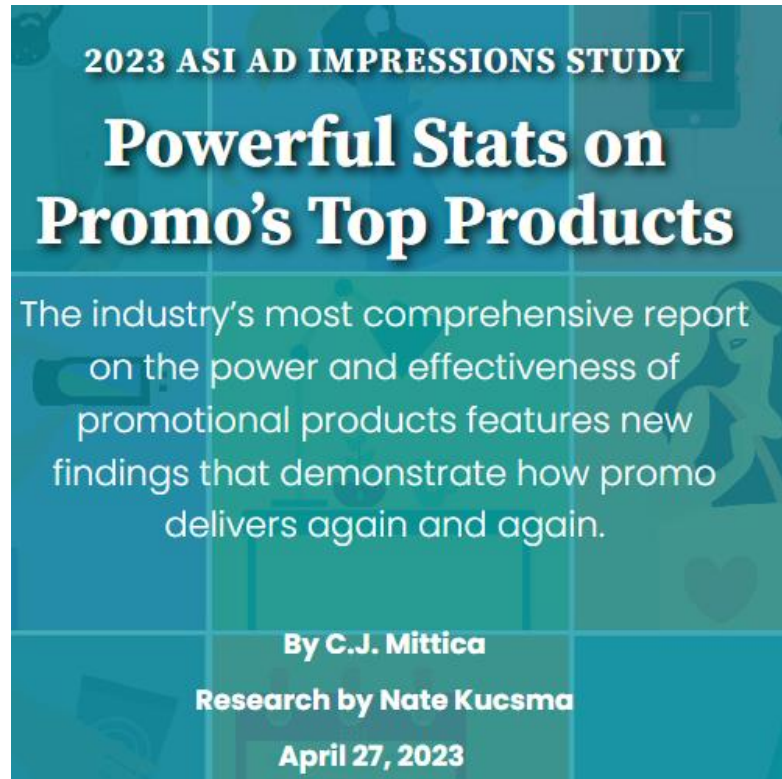
Put plans into action

Build a day-to-day structure that works best for your business. Use a marketing calendar to help keep you organized.

Tools and Resources



Additional Resources



Global Ad
Impressions Study

<https://members.asicentral.com/research>



State of the
Industry

<https://members.asicentral.com/news/web-exclusive/august-2023/state-of-the-industry-2023/>





Additional Resources

ASI Promo for the Planet
Your destination for the latest news, biggest trends and best ideas to help build a more sustainable and socially-responsible industry.

VisionUSA Partners With ZOKU
Promogram
The Texas-based promo supplier noted that sales of the retail brand's stainless-steel drinkware support a sustainability initiative – tree planting.

How To Solve Sustainability's Most Daunting Task: Measuring Scope 3 Emissions
Web Exclusive
Indirect greenhouse gas emissions up and down the supply chain often have the biggest environmental impact – but are also the hardest to determine.

Sustainable Apparel Coalition Rebrands As Cascale
Promogram
The new name and logo reflect, in part, a membership that has grown beyond apparel and footwear to encompass categories like home furnishings and b...

[Glossary](#) [Labels & Certifications](#) [Do-Gooders Directory](#) [Further Education](#) [Advisory Board](#) [View All Sustainability Stories](#)

Promo for the Planet

<https://members.asicentral.com/promofortheplanet>

ASI Product Hub
Find the latest in quality products, must-know trends and fresh ideas for upcoming end-buyer campaigns.

This Week's New Suppliers: Boost Your Business
Discover creative products from new ASI suppliers.

Tech Products Get a Makeover With Recycled Materials
A number of suppliers are making phone chargers and other tech accessories out of certified recyc...

Editor's Picks: Sleek Athletic & Performance Apparel
Ideal for sports teams, fitness studios and corporate events, these garments are practical and ve...

Product Hub

<https://members.asicentral.com/news/product-hub/>

ASI News
Most Popular

The Numbers, Nuances & Stories Behind Promo's Record-Breaking 2023
The Distributor Quarterly Sales Survey from ASI Research showed that in 2023, distributors...

AIA Corporation Names Josh Pospisil VP of Business Development
Pospisil joins the Top 40 distributor after about a decade working on the supplier side of the in...

Labor Department Sued Over New Rule That Stands To Impact Independent Contractors in Promo
Four freelance writers have filed the suit, calling the regulation vague and confusing, and sayin...

Goldstar To Offer Ocean Bottle Drinkware
Part of the Top 40 supplier's "Made Better" strategy, the sustainable bottles feature a 90% recyc...

ASI News

<https://members.asicentral.com/news>





State and Regional Sales Report



For a full download of the latest research,
visit:

<https://members.asicentral.com/news>



Questions?





Need More Help/Support?

Contact Customer Service to speak with your

Customer Success Manager

1-800-546-1350 option 1

customerservice@asicentral.com

Recording of this session at

<https://bit.ly/3UXZrdj>





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