



805 WADE ROAD • LONGMONT, CO  
80503  
DONNA COFFEY  
TEL: 303-776-7444  
FAX: 303-776-9606  
donna@impressionsmarketing.com

The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation. Awards and premiums will improve customer loyalty, employee morale and productivity.

*Summer/Fall 2010*

2

**INCENTIVES & REWARDS**

Inexpensive Employee Recognition Ideas  
**MARKETING TIPS**

The Power of Promotional Products  
**THE RIDDLER**

Your Chance to Win a Free Gift

3

**PRODUCT SPOTLIGHT**

Back to Campus  
New and Unique Products  
**SUCCESS STORIES**

Giving a Little Extra Pays Off  
**LAGNIAPPE**

Quotable Quotes

4

**BRIGHT IDEAS**

Top Sales and Marketing Sites  
**DEAR ADDY**

Answers Your Promotional Questions

**ROUTETO:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# Promotional Times™

*Information and Ideas for Improving Sales, Image and Profits*



## 6 Steps to a Presentation That Wows

Whether you're presenting to a prospective client or addressing a large group at a conference, presentations are a great opportunity to demonstrate your expertise. They're also an opportunity to inspire and motivate your prospects. Here are six steps to creating a presentation that really stands out:

- 1. Do your homework.** A little time spent researching your audience will really pay off. What is their level of understanding? What are the biggest challenges they face? What motivates them?
- 2. Choose your topic carefully, and stick to it.** Rather than making a sales pitch, show potential clients how you can solve a pressing problem for them. Keep your presentation focused on this theme.
- 3. Plan it out.** Open with an interesting story, inspiring quote or attention-grabbing question that ties into your theme. End with a brief summary emphasizing your key points.
- 4. Use compelling visuals.** If you use a presentation tool like PowerPoint, remember that the goal is for the slides to support your presentation, not make it for you. Don't crowd slides with text or images, and use at least 28-point font. Keep charts and graphs easy to read.
- 5. Rehearse.** Practice until you can speak clearly, naturally and with enthusiasm. You should also prepare to answer questions at the end of the presentation.
- 6. Provide a takeaway.** Any handouts provided before the presentation should be kept to one page, to avoid distractions during your talk. After the presentation, give attendees something to keep you top of mind. Consider a survey, white paper or e-book on an imprinted USB drive, or a useful item like a laptop sleeve or desk clock. Use a fun item that ties into your theme, like a compass (to show how you can help them find the solution to their problem) or an umbrella (because the information they just learned will help them become a "rainmaker").



We can provide more ideas to help make your next presentation engaging and memorable. Just give us a call to learn more.

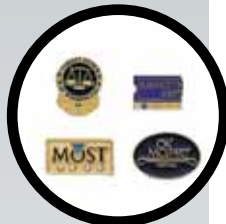


# Inexpensive Employee Recognition Ideas

It can be tempting to cut back on your employee recognition efforts during challenging economic times — but that’s exactly when it’s more important than ever. HR Magazine recently reported that 41% of top-performing employees felt pay and benefit changes made by their employer in the past year have had a negative impact on work quality and customer service. In addition, 14% said they are less likely to stay with their current employer when offered a job elsewhere.

Fortunately, effective employee recognition doesn’t have to be expensive. We’ve put together some low-cost ideas to help boost your employees’ morale and motivation:

- Hand-written thank-you notes with a nice letter opener, pen or paperweight
- Spa or food items in an attractive, reusable basket or box
- An afternoon off with golf balls and tees, movie tickets, beach towels or other items related to the recipient’s interests
- Polo shirts, hats or bags with the company logo
- Sunglasses for an employee with a “bright” future
- Piggy banks and chocolate coins for departments with effective cost-saving initiatives
- A surprise department breakfast with muffins and logo’d mugs filled with gourmet coffee, tea or candy
- Engraved plaques
- A “Wall of Fame” with photos and stories highlighting employees’ achievements
- Lapel pins
- A set of imprinted desk accessories for new hires or employee anniversaries



# The Power of Promotional Products

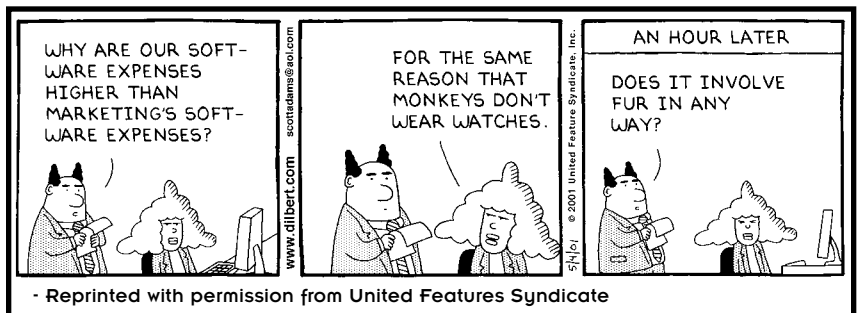
Ever wonder how your customers really feel about promotional products? A recent study by PPAI Research shows that they appreciate them, keep them, and recall the advertiser for months.

The study surveyed a cross-section of American consumers, with 44% reporting that they had received a promotional product in the last 24 months. This subgroup was further surveyed to find that:

- 90% currently own a promotional product received during the past 24 months
- 89% remembered the advertiser and 78% remembered the message
- 69% generally keep a promotional product if they have a use for it, and 36% give it to someone else
- 83% said they like receiving promotional products with an advertising message
- 48% said they would like to receive promotional products more often

The consumers surveyed also said the top five items that would motivate them to take a particular action or cause them to have a more favorable impression of the advertiser were food baskets, MP3 players, clocks and watches, digital picture frames and luggage.

Ready to tap into the power of promotional products? We can help you find the best solutions for your company. Just contact us today.



**Lagniappe**  
(a little something extra)

## Quotable Quotes

*Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep.* — Unknown

*Everywhere is within walking distance if you have the time.*  
— Steven Wright

*Don't open a shop unless you like to smile.* — Chinese Proverb

*The less you talk, the more you're listened to.* — Abigail Van Buren

*Everyone is a fool for at least five minutes every day.*  
*Wisdom consists of not exceeding the limit.*  
— Elbert Hubbard



## Back to Campus

It's almost that time of year again, when the days get shorter, the leaves start to change, and students head back to college. We've put together some product suggestions to help you reach this coveted demographic:

**Wearables** – Apparel is always a hit with college students, whether you opt for hats, scarves, flip flops, hoodies or popular unisex boxers.

**Technology** – Students need to transport files, and these protective cases make it easier for them to carry their USB and secure digital (SD) memory cards. The cases include a clip for attaching to backpacks and zippers.

**Drinkware** – This stainless-steel water bottle is a great BPA-free, eco-friendly option. The screw-top lid includes a convenient key ring and carabiner clip.

## New and Unique Products

Here are some of the season's most interesting promotional products:

**Less Mess** – This hands-free sunscreen is sweat-proof, hypoallergenic and oil-free. Available with or without natural citronella bug repellent. Perfect for resorts, company outings, camping goods stores, travel agents and much more.

**Worry-Free** – Even clients and employees without a green thumb will appreciate this unique, low-maintenance air plant. It requires no soil and little water and sunlight, and it's a great way to add a little green to any home or office.

**Carry On** – This handy kit makes airline travel much easier for clients and employees. The reclosable pouch is TSA-friendly, and the kit includes three refillable bottles, one refillable spray bottle and a funnel.



## Giving a Little Extra Pays Off

A local caterer that sells gourmet meals as gifts, delivers more than just food. Each gift meal is delivered in a logo'd insulated tote bag and includes a magnet imprinted with the company's contact information. A florist lets customers choose between adding chocolates or a candle to their gift of flowers, all at no extra charge. A local bookstore includes an attractive bookmark with each purchase.

These businesses are creating a lasting impression with both the gift-giver and the recipient. The giver is pleased that their gift includes something extra, while the recipient is given an item that reminds them of the business.

Does your company sell products as gifts? We can help you find ways to include a little something extra — and gain a lot of customer goodwill in return.



## The Riddler

YOUR CHANCE TO WIN A FREE GIFT

**Q: Only one color, but not one size, stuck at the bottom, yet easily flies, present in the sun, but not in the rain, doing no harm, and feeling no pain. What am I?**

Note: The first five people to correctly answer the riddle will win a free gift. Email, call or fax your answer (see form on back). Answer to last issue's riddle: Nine children



## Top Sales and Marketing Sites

Here are some useful websites to help you maximize your sales and marketing efforts:

**www.marketingprofs.com** – Actionable marketing advice, case studies, newsletters and online seminars on a range of marketing topics.

**www.marketingsherpa.com** – Research firm offering case studies, research data, reports, how-to information, articles, newsletters and job listings.

**www.openforum.com** – Advice and articles for small businesses, including blog posts and articles by small business experts.

**www.chrisbrogan.com** – Blog by social media guru Chris Brogan. Tips and advice on using social media and social networks.

**www.sethgodin.typepad.com** – Bestselling author Seth Godin's insightful and thought-provoking blog on marketing and new media.



## Dear Addy,

### ANSWERS TO YOUR PROMOTIONAL QUESTIONS

- Q:** As a caterer, I'm always looking for special favors to suggest to my clients. Can you help?
- A:** How about favors that can be incorporated into table decorations, such as small vases and photo frames? Wine accessories like corkscrews, wine stoppers and etched wine glasses are also great upscale options.
- Q:** Our company is looking for a memorable way to spread the word about our annual customer appreciation picnic. Any ideas?
- A:** Send an item your customers can use at the picnic, such as a toy glider, flyer or kite imprinted with the date and location of the event. Also consider a tee-shirt they'll wear for years afterward. This fun shirt is compressed into the shape of a baseball and sure to grab attention when it arrives on your customers' desks.



NEED HELP? SEND US YOUR QUESTIONS.

Please copy and fax or mail your request

Do you enjoy reading our newsletter?  
Call, fax or email us with your comments.

*This Newsletter Provides Information and Ideas for Improving Sales, Image and Profits.*

Want to make your next promotion a success?  
Please contact us at:

**DONNA COFFEY**  
**TEL: 303-776-7444**  
**FAX: 303-776-9606**

[donna@impressionsmarketing.com](mailto:donna@impressionsmarketing.com)

I'm interested in:

- Lead Generators       Employee Motivation  
 Green Promotions     Apparel  
 Tradeshow Giveaways  Summer/Fall Promotions  
 Incentives/Awards     New Products

I need:  literature  pricing  samples of these products: \_\_\_\_\_

Contact \_\_\_\_\_

Company \_\_\_\_\_

Address (if different from addressee) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone/Fax/Email \_\_\_\_\_

Riddle Answer \_\_\_\_\_

*Impressions*  
MARKETING, INC.

805 WADE ROAD  
LONGMONT, CO 80503