

Promotional products could be very effective if used correctly

Traders and merchants across the globe are devising new methods of promoting their business online and offline every day. Use of promotional products for the purpose has been proved to be one of the most effective methods of promoting your business.

Businessmen have been using promotional bags, promotional mugs, promotional pens, executive gifts, and conference bags for promoting their business. This is made possible by imprinting or embossing your company or brand logo and slogan on the body of the article. The question remains whether they are as effective as they are supposed to be.

What the recent studies reveal

Several studies have been conducted by various organizations and agencies on the effectiveness of the promotional products. A study conducted in 2005 by the Georgia Southern University revealed that promotional products have been able to generate a more positive response among the recipients. They also create a favorable atmosphere for promoting and patronizing your business.

An earlier study conducted on the travelers who reached the DFW Airport also revealed that around 71% of the travelers have received some promotional product or other like the promotional umbrella or promotional bags during the last twelve months.

Some of them have received printed conference bags during the meetings and conferences. Around 34% of the travelers had the promotional product with them while another 76% could recall the name displayed on the item. The best part of it was that around 52% of them did real business with the advertiser after receiving the promotional product.

Creation of awareness – the goal of promotional products

Promotional products are not meant for mere advertising. It is meant to create real awareness among the potential customers about the existence and use of your products or services. People could remember the name of the advertiser even after a lapse of six months when they received some complementary promotional products.

Effectiveness of the promotional products is even greater when it comes to the target group of audiences. The study conducted recently by the Southern Methodist University that revealed that selective use of promotional product proved to be far superior in terms of effectiveness compared to the newspaper or electronic media advertisement for promoting any product or services. It was also found the promotional products that are used as dimensional can improve the rate of response as high as up to 75% which may not be possible by any other means.

Response is much faster with promotional products on the play

Customers receiving some promotional products like the promotional pen or promotional umbrella reciprocate much faster compared to those who receive advertisements in form of print or electronic media items. The response is almost 20% faster in case of those who received any sort of promotional products.

Moreover, as per the study conducted by Baylor University, promotional products used as contesting materials can also reinforce the contests and can out perform any of the non-stimulated contests by no less than 50%. In every respect therefore, the promotional products have an advantage over other types of promoting materials.

About the Author

Wish to know all about printing, embossing, and making promotional products? Log on to this website that gives you complete information and picture of how the task of making [promotional products](#) like the promotional pens or [promotional conference bags](#) could be accomplished. You can see and verify the study reports on all types of promotional products like the [promotional umbrella](#), [conference folders](#), and promotional mugs and take your own decision quickly. Log on to the website now.

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