



Building an Impacting Promotional Campaign:

Branded merchandise is an extremely powerful tool in achieving your business goals. However, to truly make an impact for your brand with your promotional activities there are many elements to consider before pushing forward. To help you get the most out of your promotional campaigns we have put together a brief guide. With these factors and questions in mind, you will be able to deliver a knockout campaign that will enable you to punch harder than your competitors.

What is the Objective?

This should always be the first step when it comes to planning any promotional activity. Ask yourself 'What am I trying to achieve?'. Are you looking to support and strengthen your corporate identity? Are you trying to raise brand recognition? Is the aim to retain your clients? Perhaps you are looking for another means to drive website traffic? Whatever your objective, nail it down and keep it in mind at all times. This will inform the direction and execution of your campaign.

Think Thematically

By thinking thematically, you will discover a solution that is right and relevant for your brand. Think about the message you are sending the target audience. Ask what products fit with that message and the nature of your business. If the core of your business is IT solutions, bespoke mouse mats with wrist rests could draw attention to how you can help your clients. A brewery looking to get their products into more bars could send out branded bar blade bottle openers. Promotional merchandise is also an opportunity to show that you understand your clients and their business. Think thematically and find the focus of your campaign.

Know Your Audience

Defining and understanding your target audience is essential if your activity is going to be a success. Put yourself in their shoes and think about the problems they face daily. By knowing them inside out and looking at things from their perspective you will arrive at an idea that will demonstrate your knowledge of their business. Knowing your audience's business is a must if they are going to take notice of yours.

How are You Going to Deliver?

You should always plan in advance how you are going to get your product to the target audience. Planning your distribution is key and can help you to avoid wasting your precious budget by missing the mark. Make sure you are delivering your promotion to the right people and through the most efficient means. Room drop, direct mail, whatever your delivery plan you should always consider: time, place and ease of access to your audience.

Set a Budget

By defining and making your budget clear from the beginning you and your promotional partner will have a smooth start. They will know what can and cannot be achieved. A small budget does not mean that your campaign will not go off with a bang. With the right idea and strategy, you can hit the mark no matter the spend. As we say, nothing stimulates creativity like a good constraint.

You're Valuable and You Show It

A promotional campaign is a way for you to show your clients and prospective clients your worth. It should make the added value that you bring to them highly apparent and push them into giving you their business. Think about how the products and campaign can represent your service offerings powerfully and effectively.

Quality Speaks for Your Brand

As with any service or product the cheapest option is not always the right one. A promotional campaign represents your brand. It might be the first interaction with a potential client. A wise idea is to check out company testimonials as part of your research.

Other key considerations are design and logo management. Not all suppliers will have the means to deliver high-quality versions of your logo or scale them to fit any purpose. Poor quality image representation is often a result of a lack of capability in this area. Make sure your promotional product speaks for the quality of your brand.

What Supplier Should You Choose?

Think about what supplier will present your brand in the best light and provide the most benefits. What value will you gain from the partnership and who will make the most impact. There are many factors that you should weigh up. Some examples are: range of products, supply network, turnaround time, design functions and capabilities, location and ease of communication.

By following and considering all of these elements you will be well on your way to creating that impactful and sale generating promotional campaign.

If you would like to find out more about Brand Impact and how we can make a difference for your brand, please don't hesitate to get in touch. We are always keen to meet businesses to offer advice, give an overview of our services, and find out more about the needs of your brand. Being based in Edinburgh means that we are ideally situated, it's easy to pop in for a coffee. We are also more than happy to come to you.

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On Brand, On Budget, On Time
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