

Leone Marketing Solutions Showcases A Unique Approach to Offering SWAG to Its Partners

On Tuesday, February 9, 2021, Ms. Rachel Leone of Leone Marketing Solutions appeared as a guest on the podcast show, Communication Commandments, hosted by Kim Calvi, Owner of Boston Edits, LLC.

The lively discussion featured two creative people talking about the business of marketing; specifically, Rachel's expertise in providing promotional products and SWAG to her long-time clients. But that is putting it too simply. As the conversation took on a spirited tempo, Rachel made it clear that what she really offers goes well beyond needed product placement and encompasses hallmark standards her clients rely on.

Drawn to this aspect of marketing, Rachel worked in this space before returning to school to earn her MBA. In 2003, she started Leone Marketing Solutions and made it her mission to attend every networking event, talk to people, make connections, and reach out to past employers, and friends. This diligence paid off. Leads and contacts became clients. She capitalized on a niche service component by positioning her company as a *partner* with her clients, not simply as a vendor. This posturing is the first of several practices that make Leone Marketing Solutions better and different from others in the same vertical.

Expanding this partnership capacity, Rachel works with her clients to hear what it is they need and want for a particular event, whether it's a yearly conference, a company-wide employee gathering, or an announcement about a new product or corporate merger. In addition to maintaining a file of digital company logos, pantone chips, brand guidelines, and contact information, when there is such an event to plan for, Rachel's value-add extends beyond preparing a proof. One discipline she is strict about, is making sure that the information to be printed on the promotional item is accurate, stating that, occasionally, when she's checked, the website address or phone number has been incorrect. "That's another value guidance. I go above and beyond to make sure that they're getting an end product that is going to be perfect," she asserts, outlining that this is one of her differentiation strategies. In other words, taking the time to review the details is a time- and money-saver for her clients, rather than just processing an order with standard information.

The creative component of the job is to be on the lookout for the best SWAG for her client's events or promotions, not just what is trendy (though, sometimes that is the best choice). Discernment and familiarity such as the client's likes and dislikes, corporate culture, and personality are important factors to consider when assessing the right promotional item for that client's event. As with taking the time to make sure everything is correct before printing, having this insight into her partner's preferences not only saves time and money, but it builds – and sustains – trust.

“Technology is changing products and I make sure that all of my products are quality products,” Rachel insists. This is a standard she upholds, even if it means suggesting that the client wait to order an item or choose something different, if budgetary constraints are a factor. Her rationale is that the company’s logo is going to be on the product and if it breaks, that will harm her client’s brand imaging. This long-range view is appreciated by those whom she partners with, as well.

Other value-add that Leone Marketing Solutions is known for, is helping to develop fun taglines. The right tagline on the right promotional piece serves to help her clients generate leads, get referrals, and solidify the company’s reputation and image to their target audience.

In the last year, many industries were upended as a result of the pandemic. For Rachel’s clients, annual events were abruptly cancelled, and this could have had a disastrous domino effect. Not one to take it lying down, she turned her attention to what companies were desperately and immediately in need of. “My clients needed PPE equipment. They needed hand sanitizers. They needed masks. They needed gloves. And, they needed those touchless keys to open doors and use ATMs,” she exclaimed. For what could have been a real downturn for her business, instead, she became a provider of safety promotional products. This further enhanced the trust her clients place in her and reinforced her company’s valuable services.

In addition to providing promotional products for financial institutions, telecommunications companies, small business owners, and working with HR directors, Leone Marketing Solutions recently launched a ‘brand in a box’ concept for university students. This need stemmed from the pandemic-imposed quarantine, as well. Since they couldn’t attend college last fall, each student was sent a box with specialized and appropriate items they typically use, as well as some newer items, with the school’s logo and a letter from the dean. This initiative was enormously successful, accomplishing its twofold agenda: promoting the college in a generous light and unifying the student body amid social distancing.

Recently celebrating eighteen years in business, these examples of such multi-faceted forethought are what make Leone Marketing Solutions better and different from its competitors. The conversation concluded with a summary of where Leone Marketing Solutions can be found. Rachel’s contact information is as follows:

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She is on Facebook, Pinterest, Instagram, and LinkedIn, all under ‘Leone Marketing.’

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