

THE POWER OF PROMOTIONAL PRODUCTS:

10 REASONS WHY YOU SHOULD USE PROMO TO BUILD YOUR BRAND

Promotional products are the most high-impact, cost-effective advertising option to market your brand, event or cause, but don't just take our word for it. Here's why logoed items need to be part of your marketing strategy.

- 1** **51% of consumers** say they'd be more likely to do business with a company that gives them a promo writing instrument like a pen.
- 2** On average, promotional bags are **kept 11 months and seen 3,300 times**, putting them at a budget-friendly **cost-per-impression of \$0.002**.
- 3** If you give people in your target audience a promo T-shirt, nearly 50% of them will **keep it for an average of 2+ years**, giving your brand long-term exposure.
- 4** A whopping **85% of consumers** remember the advertiser that gave them a shirt or hat.
- 5** Want the most bang for your buck? Opt for promo outerwear like jackets or hoodies, which **generate over 6,100 impressions** in their lifetime.
- 6** Stay on your consumers' minds year-round with a calendar. Bonus: **52% of consumers** will keep the calendar past the 1-year mark.
- 7** **9 out of 10 consumers own promotional products** and use them regularly, so you'll create ongoing awareness around your brand, event or cause.
- 8** Swag can be as **creative, fun and memorable** as you want to make it.
- 9** Nearly **every company uses logoed items**, from your local corner store to big name brands.
- 10** Consumers love promos, **keep them an average of 8-16 months** and even pass them on to others when they're done. This extends the lifetime of your promotions and **positions your brand** in front of more potential customers!



Ready to get started with promo?

Contact me:

Touch of Elegance, Inc.