

Published based on [Tips On Distributing Your Promotional Products So That The Distribution Grabs As Much Attention As The Product Itself](#)

Tips On Distributing Your Promotional Products So That The Distribution Grabs As Much Attention As The Product Itself

There is a lot of attention that goes into the products that are being advertised, but the products themselves are not the only way to get noticed. There is much to say about how you get these items to customers and the most unique way that you can distribute these products, the greater the effect they have in drawing attention to your business, the greater success rate for you advertising.

When you choose promotional products for your business it is good to consider the different ways in which you can promote your business while handing out these goodies with your contact information on them. Having a character pass them out is a fun way to draw attention to your business and if you are in a strip center or shopping mall, then doing this during a busy time of year throughout the area may truly attract you some instant business.

If you plan to have a person dress up to hand out your promotional items in a public area, then you may want to think about buying a super-size promotional t-shirt that has you information printed on the front and back for even greater exposure. This is a good way to help attract additional attention to your business as it can be observed no matter which way the consumer is passing.

It is actually more effective to spend less money on your promotional items and order a bunch of smaller items and use the extra money to purchase an oversized t-shirt to dress up your distribution character. This will make the items being delivered seem more important and people will not soon forget that they have received the free item from Fuzzy the Bear or an over-sized toad. The character which you select to distribute the products is really irrelevant and if you decide to use this method of advertising regularly you need to make sure you change the costume and character as that will allow you to catch people off guard.

Another incredible advertising idea that works well in the distribution of these products is to place an artist in front of the store, such as a musician or mime that will interact with be able to interact with those passing by the store. Even a human statue moving only occasionally can attract a great deal of attention. You can assign a person to be with them and distribute promotional items to passersby, or you can place a basket next to them inviting people to come and take a free item. Whatever you can do to make your shop stand out the more effective your logo imprinted items will be.

One of the best products that your company can utilize in your marketing is [conference bags](#). These bags can be used at trade shows, conferences and even conventions. You may even want to make each [conference bag](#) a little special and include some promotional products that the recipients will find useful and fun. To shop from a large selection of products visit conferencebag.org.

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