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You Have More Than One Choice Of Effective Promotional Items

If your store location is within the confines of a shopping center or mall, you know first hand the limited visibility you offer to new customers and that something must be done quickly to increase awareness and exposure for your store front. You would be wise to take notes and follow these tried and tested business attention getter's.

A Great Sign - Many business owners don't believe that this is an item that they should invest much money in but it is one of the best ways for those passing by to take notice of your business. You want to make sure that you have a professional looking sign and that it lights up at night for additional exposure. **Banners** - Banners can be helpful especially if there are limits to the types of signs you can use in your shopping area. Be sure to pick up banners to help attract attention to your store and help boost interest in your business and be sure to make them stand out.

Tables - A folding table can be a good way to draw attention to your store front. Just put one out on the walkway with a brightly colored promotional table cloth on it and some sale merchandise. You will see that customers flock to this table and when they do most will wander into your store as well. **Umbrellas** - Free standing umbrellas provide your business with a multisided advertising tool that allows you to use several messages and when stood out in front of your business will add the extra appeal that you are looking for. Customers will come from the other end of the center just to see what all the fuss is about.

As hard as it might seem to many people about the effectiveness of **BALLOONS**, they are aware of the increased use of balloons as advertising tools. Filled with helium they can fly at any level of your choosing. They are fun, colorful and will always attract the eyes of people passing by, who will wonder what special event is taking place at your business. They serve very well as silent sale and open house announcements.

Another good promotional strategy is the use of **PROMOTIONAL PASSERS**. These people are human billboards that advertise in a variety of ways. From handing out great promotional items in front of your store or dressing them up in a theme costume, to sporting a promotional t-shirt and giving away freebies to entice customers to visit your business.

[Custom keyrings](#) are awesome for any type of company because they can be made with different attached items such as flashlights. [keyrings](#) are just one of the loads of items that can be used this way.

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