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Extensively, people are lightly drawn to new things. This is why the job of the ad man is to make new ideas that can easily grab the attention of the potential buyers. But sometimes, applying this to the use of promotional products seems to not work at all for the simple reason that it is quite tiring to make "new things" out of nothing. But actually, there's really nothing new in marketing if you immensely mull about it-only new perspectives or takes on the old. To better understand this, here are three new tactics to endorse by giving away custom footballs this holiday season:

(1) Let people figure out they can help save the world if they will single out to keep your gift of custom football

Promotional products that have eco-awareness themes and imprinted words on them given as office holiday gifts are not really a new thing to be introduced in the market. So what you must do is to make use of them but give them a twist to make them seem new. One way to do this is to enable people to be aware that it's eco-friendly and that if they get to use it they will save a forest where extinct animals are living or something to that effect. In this way, people will feel a need and urge to employ your brand and lo and behold, you have millions of people marketing your brand. There are other techniques to do this, but the idea is to make people feel that they are going to be a hero when they use your product and that should do it.

(2) Transform the custom football given as office holiday gift into an irresistible holiday raffle coupon

Another interesting way to expose your brand effectively through business promotional products is by entitling people to some freebie or discount if they happen to use the bulk balls you will give away. This will not only show off your brand but will also compel people to handle your products and services. In addition, you don't need to get to purchase new bulks of business promotional items anymore since people will return it upon redemption. During holidays, such as Christmas, the normal means companies attract plenty of people to buy their products and services is through raffles. And it has been very sufficient in achieving its target.

(3) Modify your custom balls into a ticket to something great

You may alter your office holiday gifts into entrance tickets to a Christmas party or an annual exhibition. In this way, people will feel that they have maximized their money's worth for the simple reason that aside from attending the event they got to have remembrance that they can use. This will clearly make your brand not forgotten even after the event.

Actually, there are more manners you can promote using custom football at this special season of giving. But in the end, it's all about being able to think in a more artistic fashion so that you can extend your brand visibility through office holiday gifts and promotional products.

Amelie Levou is a writer for [custom soccer ball](#) and [custom basketball](#). Read more articles by Amelie Levou here.

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