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## **3 Use or Definitely Lose Promotions Tactics Using Promotional Coffee Products**

Did you receive your quota for 2011 already? Thinking of marvelous ways to hit that target leads? Here are some terrific tips on how to use promotional coffee product to step-up your sales this 2011:

You have to look for promotional coffee products that are not only functional but unique.

The problem with most companies is that they choose promo merchandise that are so liked that they are already a cliché. They do not realize that people are most likely to keep merchandise that cannot be easily found-rare items that are hard to find. Really, various people want to be unique and therefore you must be able to produce something that can tap this mindset. Always don't forget: your job as a marketer is to give your patrons every possible reason to keep your gift and giving them something inimitable is one of them.

You must at all times, keep the design of your custom merchandise simple.

There is a huge amount of wisdom behind the phrase uttered by Leonardo Da Vinci, "simplicity is the ultimate sophistication." And this idea can be applied in designing custom coffee products. Oftentimes, we can get very excited when making designs for our personalized materials, so much so that we tend to put a countless number of elements in it, even though unnecessary.

This can be very messy by virtue of the fact that too much elements just creates visual clutter. Because of this, many people might think that your company is unprofessional and you do not long to project that image.

You must be timely in your corporate rewards giving.

Of course, your customers will positively want to receive free gifts from companies at a special time; otherwise, they will be dubious about your intentions and think that this is just another marketing stunt you are using on them. And this is the last thing you purport your patrons to think about you. One of the salient objective of giving promotional coffee products is to make people feel that you appreciate their support. Therefore, if people will have a bad concept on your giving this mark will not be met.

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