

Published based on [What Promotional Products Should You Give To Customers?](#)

What Promotional Products Should You Give To Customers?

The downturn in the economy has affected many businesses in recent times and it can sometimes feel that the situation is tougher than ever. Business owners are looking for ways to generate fresh interest all the time and keep up with their competitors just to stay in the game. Keeping customers happy and gaining new customers has never been more important, so how can businesses create new interest in their products or services whilst also pleasing those all-important clients and customers?

Let's face it we all like getting freebies so promotional products are a great way to create good will with your customers whilst generating new interest. You need to put some thought into the types of promo product you are going to give away however as something that looks tacky or has no use might just find its way into the nearest bin. Promotional products need to be useful and/or fun and because you want to promote your business they should have your company's name and logo printed on them somewhere. Give away your promo items as a welcome or goodbye present or to thank returning customers for their business. You could also use a company milestone or anniversary as a reason to give away promotional products.

Practical promotional items may not sound terribly exciting but people will always find having a spare to hand useful. Items that fall into the useful category include mugs, pens and umbrellas which can have your company's name and logo printed on them. A spare pen is always useful especially as something to throw into a handbag or slot in a pocket, and lots of people like to have a spare umbrella to keep in the car, bearing in mind that umbrellas so often get left behind in shops and on public transport. A spare mug will also be useful as these often get broken so you can be sure your promo item will receive a regular airing.

Apparel items are also another popular choice for promo items and these can be printed up quite cheaply with the name and logo of your business. You could choose from sunglasses, baseball caps and t-shirts and put a smile on the face of your customer with a freebie. Extra items of clothing are always useful and it's always good to have a spare to hand if you are caught out by the weather conditions or if you need to make a quick change after getting wet or spilling something on yourself when out and about.

For those who are in a business that attracts families with children to the premises then promotional products that are specifically aimed at kids make a good choice of giveaway. All you need to do is have items such as erasers, balloons, glo sticks, soft toys or puzzles printed with your logo. Children perhaps more than adults love to receive free gifts and if the children are happy the parents will also be happy.

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