

# YOUR GUIDE TO BRANDED MERCHANDISE



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# BRANDED MERCHANDISE

## What is Branded Merchandise?

Promotional merchandise is inclusive of a wide range of products that are branded with your logo or other company visuals. Corporate merchandise can include anything from branded t-shirts and customised caps to branded confectionery and custom umbrellas.

It's a great way to engage your customers and prospects, keeping your brand at the forefront of their mind for when they next require your services.

## Who should use Branded Merchandise?

Branded merchandise can work for almost any type of business or industry. With more and more companies exploring promotional merchandise marketing strategies, every day.

Many companies opt to sell their company-branded merchandise on their online store. Whereas others, use it for promotional purposes and give their branded items away in direct mail campaigns or at trade shows.



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# THE BENEFITS OF BRANDED MERCHANDISE

## 1. Cost Effective

Corporate branded products offer a fantastic return on investment.

With many promotional products having a unit cost of less than £1, they're a great affordable marketing strategy.

What's more, they can help you market your business for months on end. A single promotional mug or branded pen can be used repeatedly, providing consistent exposure for your business and a considerable return on investment.

## 2. Builds Customer Loyalty

Brand loyalty is important for any business.

Using promotional gifts to thank loyal customers can increase your chances of repeat custom and can ensure they continue to choose you over your competitors.

By gifting quality promotional products to your clients, they are likely to associate these quality branded products with your company and thus are more likely to value your services.

# THE BENEFITS OF BRANDED MERCHANDISE

## 3. Customer Satisfaction

A satisfied customer is a loyal customer.

Clients love to receive something for nothing, and promotional merchandise is no exception. **83% of people have said that they love receiving branded gifts from companies.**

Building a strong positive relationship with your clients is sure to benefit you in the long run. A satisfied customer is much more likely to recommend your brand to friends and family, which can be advantageous for your business in the future

## 4. Longevity

Practical branded merchandise is more likely to be kept and regularly used.

Branded pens, custom mugs and personalised corporate notebooks are likely to be used in your recipient's offices or meetings daily. Ensuring that your brand is always in front of your clients and at the forefront of their mind.



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# CHOOSING THE RIGHT BRANDED PRODUCT

Choosing a promotional product that is right for your business is vital for ensuring maximum return on investment.

To ensure you pick the right one, here are a few of our top tips for choosing the right promotional product:

## 1. Know Your Audience

Just as in all elements of business, when choosing the right branded product, you must do your research to ensure you know your target audience.

Some important things to consider when researching are:

- Is there a branded product that reflects your company's product or service?
- What are your target audience's hobbies?
- What kind of product would be useful for your audience?
- Which promotional products are your competitors utilising?

By ensuring you know exactly who your target audience is, you are more likely to pick a promotional product that is accustom to their needs, ensuring maximum return on investment.

# CHOOSING THE RIGHT BRANDED PRODUCT

## 2. Consider the longevity of the product

A great promotional product is one that can be used over and over again.

Branded pens, customised notebooks or corporate mugs are great for this. They can be kept in your prospect's offices and used daily. Ensuring your brand is always at the forefront of their minds.

## 3. Quality or Quantity?

Opting for quantity over quality will allow you to distribute more items for a lower price.

Although this is an effective distribution strategy, what does the quality of your promotional products say about your brand?

Your prospects frequently associate the quality of your branded merchandise with the quality of your products and services. Meaning that it's often better to opt for fewer premium promotional products that enhance your image and give a fantastic impression of your company.

# CHOOSING THE RIGHT BRANDED PRODUCT

## 4. Distribution

When considering which promotional product you should choose distribution is always an important factor to consider.

Where will your product be distributed? And who will it be for?

For example, if you're running a direct mail campaign, you don't want to be gifting bulky items. Branded items such as corporate calendars, personalised keyrings, branded USB Sticks and other flat-lightweight items are ideal for posting to your clients.



# DESIGNING YOUR BRANDED MERCHANDISE

## 1. Keep it Simple

When it comes to promotional merchandise, simple designs are the most effective.

Adding your website address, company address or telephone number could hinder your messaging and make your design seem cluttered.

Instead, opt for your company logo and maybe a visual or short phrase. Creating a simple but effective design will be sure to have the highest impact on receivers.

## 2. Stick to your Branding

To increase your brand recognition, you'll want your branded merchandise to be instantly recognisable as coming from you.

Using your company logo, company colours and other elements of your branding can help ensure that all of your collateral is consistent.



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# DESIGNING YOUR BRANDED MERCHANDISE

## 3. Think Creatively

To ensure your branded merchandise is effective, you'll have to think creatively.

As space is limited, it's unlikely that they'll be any room for your key contact details.

Using a QR code on your branded merchandise could be a great way for your prospects to get your contact details without compromising on simplicity. Not only is this a great way to get your information across to your clients, but it also gives you an effective way to track the success of your campaign.



# DISTRIBUTING YOUR BRANDED MERCHANDISE

Promotional products are a tried and tested way to market your brand. Once you've decided what products you will need, you will need to plan your distribution strategy.

Here are just a few ideas to get you started:

## 1. Competitions

A contest is a fantastic way to get the word out about your brand.

Holding a contest on social media can help you increase your brands reach and attract new customers to your business.

Gifting a premium promotional product to the winner of your contest not only makes a fantastic prize but also provides great exposure for your company without stretching your advertising budget.

## 2. Rewards Programme

Creating a customer rewards programme can help you encourage repeat custom.

Gifting your clients a promotional item once they have attained a certain target is a great way to encourage customer loyalty.

# DISTRIBUTING YOUR BRANDED MERCHANDISE

## 3. Trade Shows

Exhibitions and trade shows are one of the best places to give away promotional merchandise.

There is a constant footfall of potential customers who are likely to be interested in what your brand has to offer.

Having a unique branded item, that you can give away at your stand, can act as the perfect conversation starter and encourage more prospects to visit your exhibition stand.



# HOW SOAR VALLEY PRESS CAN HELP YOU

looking to get your business noticed with a promotional product campaign that reaches more of your ideal customers and prospects?

Download your free copy of our branded merchandise brochure by visiting [soarvalleypress.co.uk/pmb](https://soarvalleypress.co.uk/pmb)

Already received your copy? Talk to our friendly team today and they will make the process of designing and ordering your promotional merchandise simple and straightforward.

You can contact us today by calling **0116 259 9955** or emailing [orders@soarvalleypress.co.uk](mailto:orders@soarvalleypress.co.uk)

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