

SMALL BUSINESS TIPS

An Affordable Way To Get Your Company Noticed

(NAPS)—In a tough economy, finding a way to stand out in a crowd is essential for a business to survive and thrive. That's one reason many businesses turn to promotional products to promote themselves, reward employees and thank customers.

With budgets tighter than ever, promotional products—such as stress balls, key rings and calendars—can make a difference when it comes to helping businesses of all sizes stand out from the competition and get their name out there. Even school groups, charity events, sports teams and many other community organizations are using promotional products to draw attention.

Plus, using these kinds of products can often be more affordable than other advertising methods. Staples offers the following tips to help any business make the best choices for using promotional products:

Know your customer. Select items that will appeal to your target audience. Don't send a Frisbee when you are trying to entice a customer to purchase a high-end product. Conversely, don't select a high-tech, sophisticated item if you want to convey a sense of fun or irreverence.

Think outside the box. Tried-and-true items such as pens or calendars are quite effective and always appreciated, but less traditional products such as apparel, bags or hats can really help a company distinguish itself from the competition.

Find the right partner. Seek vendors who not only work with you to find the right products for your company, but can control the entire process from order to



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delivery to ensure the job is done right.

Think long term. Consider items that provide the best vehicle to promote your particular brand, not just now but in the future as well.

Ideally, you want something that retains your brand integrity and stays with the customer for a long time. These promotional items will increase long-term message retention and encourage customers to recommend your business.

Quality counts. Remember, the most inexpensive promotional item is not always the best. Your brand name will be on it, and it will get your audience actively engaged in your message.

Staples has introduced a new line of promotional products featuring thousands of items. Copy & Print Center associates at any of Staples' retail locations nationwide can help an organization select the right products, provide samples for review and place an order.

Customers can also explore Staples' promotional products and place orders at www.StaplesPromotionalProducts.com.