

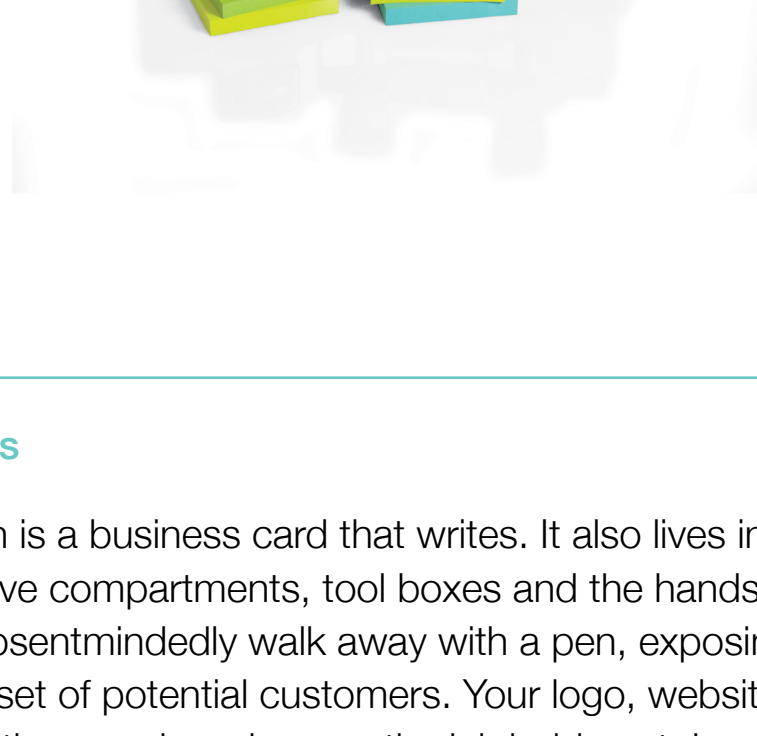
8 Promotional Must-Haves for Your Business

By Benna Crawford

Identity awareness is a top priority for any successful business. Potential customers can only give you their business when they know your name, as well as your products or services. Identity signage and branded communications are essential if you want to look professional. Promotional giveaways increase customer awareness, predispose recipients to do business with you and help to expand your customer base. Think distinctive, personalized and useful when planning promotional materials; a useful gift has a long life as a positive

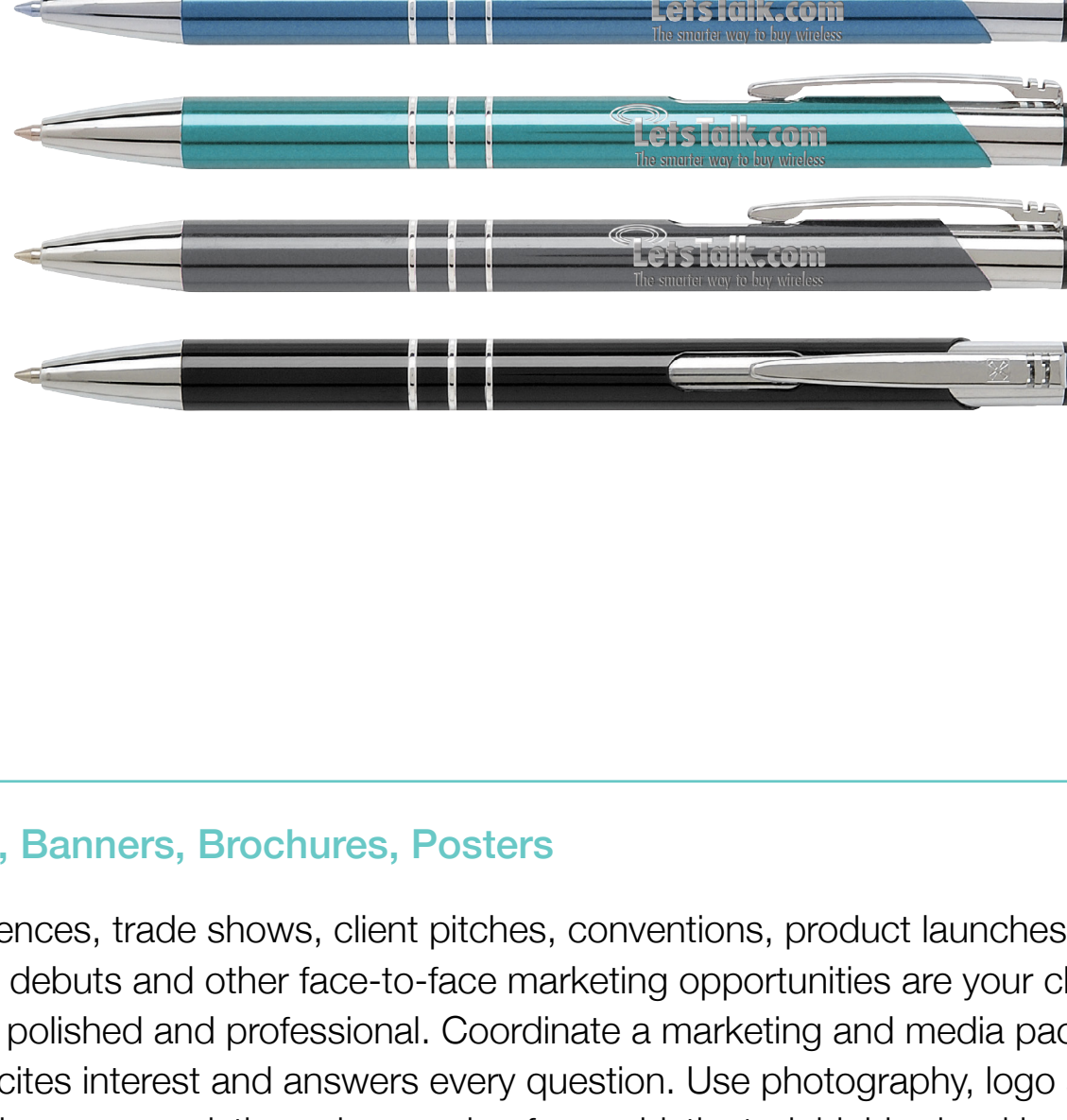
Personalized Stamps

Save time and be consistent with personalized stamps that mark your message or business paperwork with your logo, autograph or other helpful information. Use personalized stamps with your signature, a succinct identity or marketing message, or your logo for stationery, general correspondence and incoming or outgoing paperwork. Date stamps keep track of time-sensitive material. A check endorsement stamp in a service office is a courtesy to clients and customers and ensures accurate check deposits. A notary stamp provides a fill-in template for required document information.



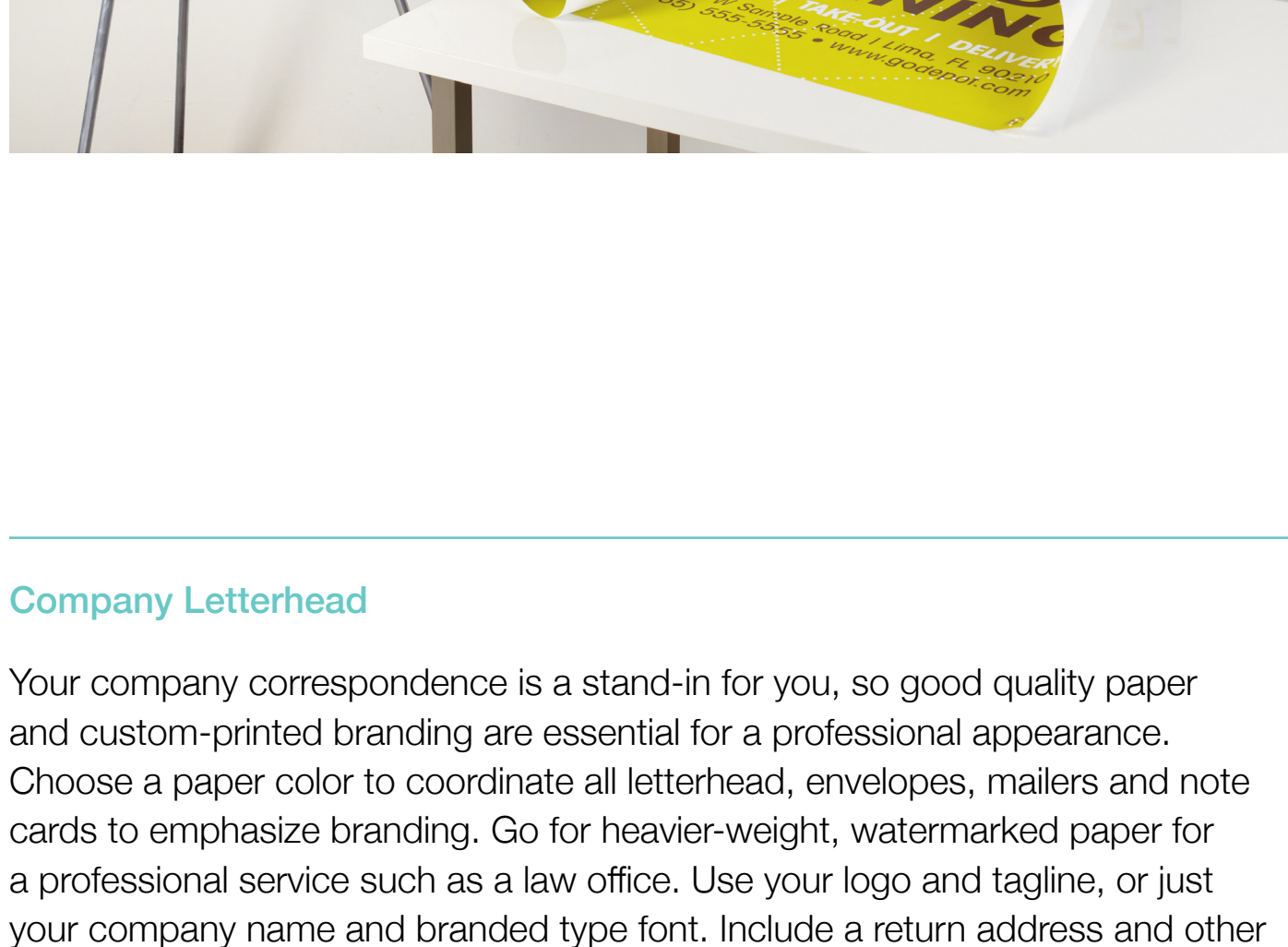
Promotional Pens

A promotional pen is a business card that writes. It also lives in pockets, purses, desk drawers, glove compartments, tool boxes and the hands of light-fingered friends who will absentmindedly walk away with a pen, exposing the branding on it to a whole new set of potential customers. Your logo, website and tagline will continue to make the rounds as long as the ink holds out. Invest in good pens for instant advertising that lasts. People love useful, free gifts and are happy to use them.



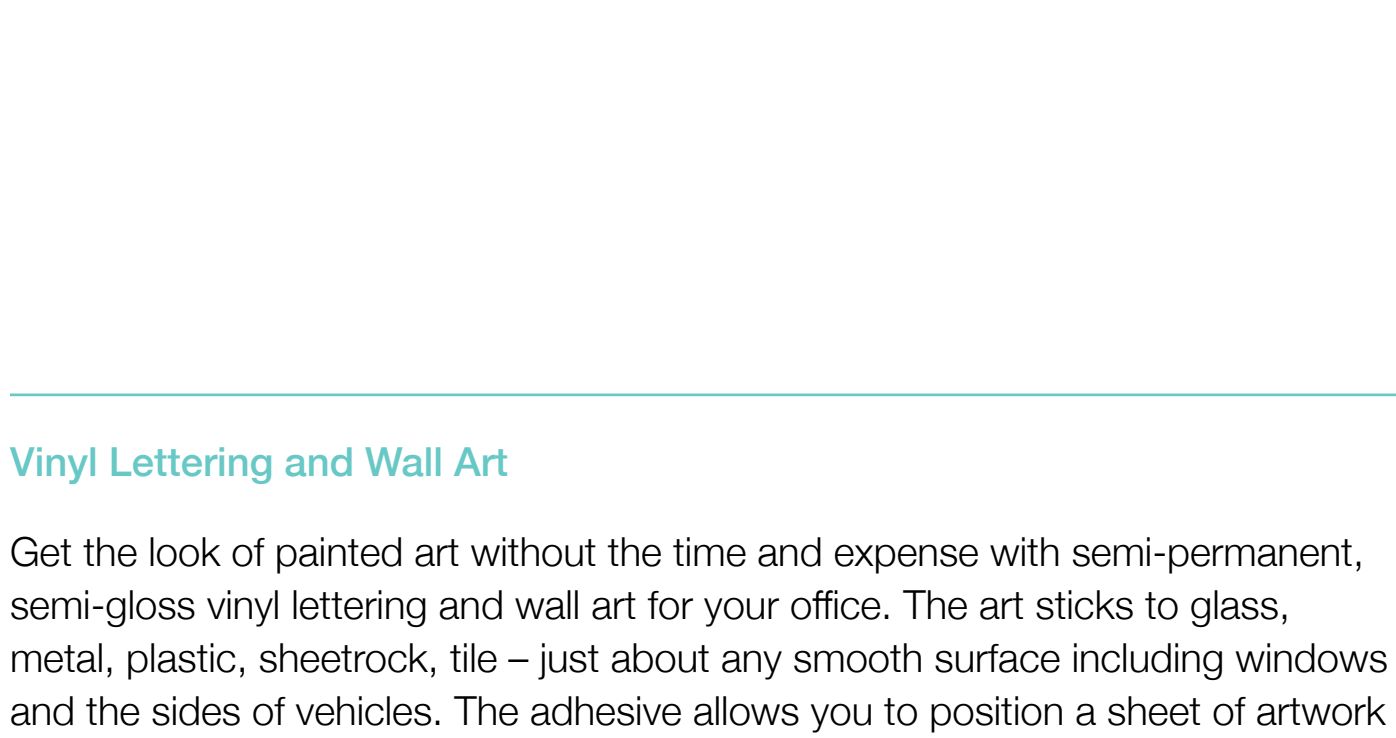
Flyers, Banners, Brochures, Posters

Conferences, trade shows, client pitches, conventions, product launches, new service debuts and other face-to-face marketing opportunities are your chances to look polished and professional. Coordinate a marketing and media package that excites interest and answers every question. Use photography, logo art, illustrations or an existing ad campaign for sophisticated, highly visual handouts, mail-outs and leave behinds to deliver your message.



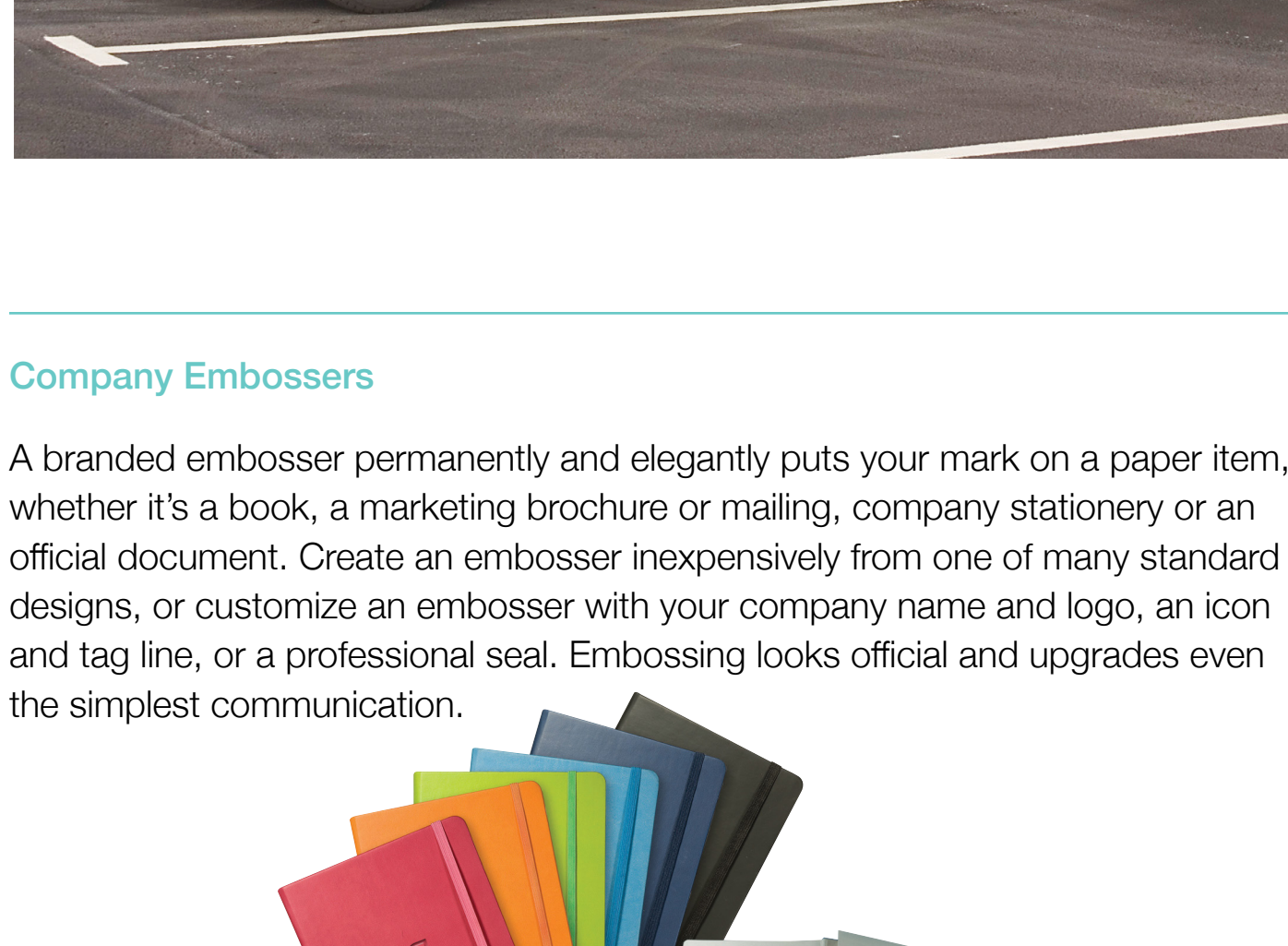
Company Letterhead

Your company correspondence is a stand-in for you, so good quality paper and custom-printed branding are essential for a professional appearance. Choose a paper color to coordinate all letterhead, envelopes, mailers and note cards to emphasize branding. Go for heavier-weight, watermarked paper for a professional service such as a law office. Use your logo and tagline, or just your company name and branded type font. Include a return address and other contact information, such as website, phone number or twitter handle. Product listings, boards of directors and other helpful information might all be part of letterhead design.



Vinyl Lettering and Wall Art

Get the look of painted art without the time and expense with semi-permanent, semi-gloss vinyl lettering and wall art for your office. The art sticks to glass, metal, plastic, sheetrock, tile – just about any smooth surface including windows and the sides of vehicles. The adhesive allows you to position a sheet of artwork and strip away all but the letters or the design, contributing to a finished, hand-painted appearance. Use your custom logo or any artwork for a glass panel at the entry to your offices, permanent or movable dividers in a workspace, doors, sidelights or windows facing the street, or your delivery truck. The advantage of cost-effective vinyl art is a uniform appearance across all locations where you identify or advertise your business.



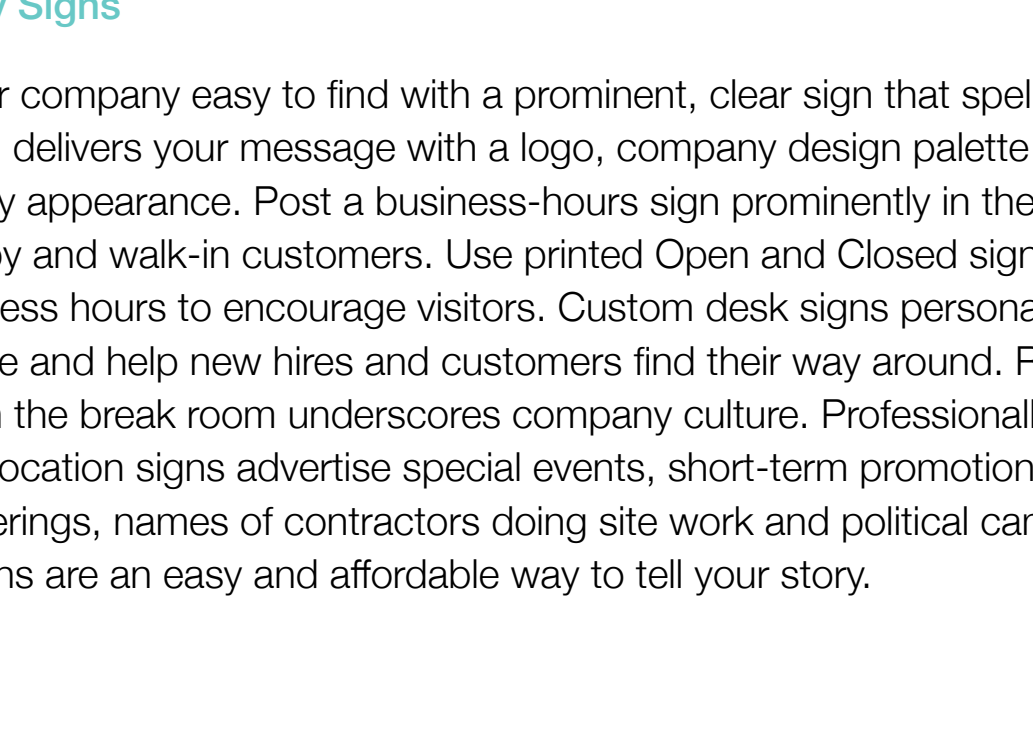
Company Embossers

A branded embosser permanently and elegantly puts your mark on a paper item, whether it's a book, a marketing brochure or mailing, company stationery or an official document. Create an embosser inexpensively from one of many standard designs, or customize an embosser with your company name and logo, an icon and tag line, or a professional seal. Embossing looks official and upgrades even the simplest communication.



Company Magnets

Your company magnet and your message will cling wherever it lands and sit on top of important reminders, essential papers and favorite photographs on office file cabinets and home fridges. Clients will appreciate the cute puppy picture and the ready information for booking Fido's next vet visit. Customers will keep you continually in mind between purchases. Invest a permanent daily ad that recipients will use for organizing their personal clutter – and getting in touch with you when they need your products and services.



Company Signs

Make your company easy to find with a prominent, clear sign that spells out your name and delivers your message with a logo, company design palette and font, and quality appearance. Post a business-hours sign prominently in the entry for drop-by and walk-in customers. Use printed Open and Closed signs and add business hours to encourage visitors. Custom desk signs personalize an open office and help new hires and customers find their way around. Reminder signage in the break room underscores company culture. Professionally printed yard and location signs advertise special events, short-term promotions, real estate offerings, names of contractors doing site work and political campaigns. These signs are an easy and affordable way to tell your story.

