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Promotional Times™

Information and Ideas for Improving Sales, Image and Profits



The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation. Premiums will improve customer loyalty, employee morale and productivity.

Summer/Fall 2007

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ROUTE TO:

Workshops Boost Loyalty – and Sales

Looking for a fun, hands-on way to promote your products or services? Do you want to differentiate yourself from the competition? Try holding a workshop for customers!

Workshops highlight your company's expertise — and your dedication to providing extra service and value. You will also be rewarded with increased brand awareness, customer loyalty and even new sales.

One regional garden center chain holds workshops to teach customers how to build a backyard pond. In just two years, workshop attendance has nearly tripled and the company has seen a 120% sales increase in its water garden department.

Here are some tips for maximizing your results:

- **Do your research.** Brainstorm ideas with your customer service and sales associates. Ask customers what types of workshops they would be interested in.
- **Build excitement.** Prior to the workshop, send customers a “teaser” promotional item that ties into the event and piques their interest. The garden center sent a packet of flower seeds, a pair of work gloves, and scissors bearing their logo.
- **Demonstrate your expertise.** Provide plenty of helpful ideas during the event, as well as instructional handouts attendees can keep for future use. Be sure to include your contact information.
- **Give a related promotional item.** Consider handing out notebooks and pens so attendees can take notes, or provide a custom-imprinted tool they'll need during the workshop. Another idea: Create a fun, catchy name for the event and give out hats or t-shirts to commemorate it.
- **Highlight other products and services.** The garden center, for example, found some workshop attendees preferred to have a pond professionally installed — a service the company offers.
- **Invite the media.** Ask a reporter from your local newspaper or business journal to participate in the event.
- **Repeat.** Collect customer feedback after each workshop, and use it to create an even better event next time.



Looking for ways to promote a successful workshop at your company? Contact us today — we're here to help!



Add Punch to Your Sales Contests

It's no secret that contests are a good way to fire up your sales team and improve results. Every year, U.S. companies spend \$9 billion on contests to motivate their sales force. Did you know that adding promotional products to the competition can significantly improve results?

In a recent study, eight fast-food restaurants ran a sales contest for their counter staff.

At half the stores, employees received promotional items like key tags, hats, cups and pens — all imprinted with a message about the contest each week. The stores that received the promotional reminders saw a 22% sales increase. The other half of the stores — those that didn't use promotional items only had a 7% increase.

A few suggestions for adding excitement and results to your next sales contest:

■ Pump up the (sales) volume.

Reward employees with a music download card one week, followed by a digital mp3 player and speakers in the following weeks.



■ Make sales soar.

Give staff high-flying items like airplane-shaped stress relievers, flying disks and rocket-shaped pens.



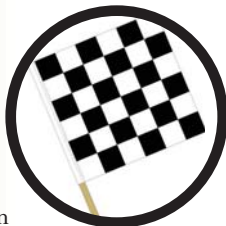
■ Tools for success.

Consider handy gifts like magnetic screwdriver kits, all-in-one tools and flashlights.



■ Driving sales.

One insurance company used a NASCAR theme for its sales contest, with caps, flags and mini tire-pressure key chains. Sales rose 19% company wide, and productivity jumped 24%.



Whatever theme you choose, it's important to select items that will build anticipation and keep employees motivated. We can help make your next sales contest a truly winning one. Just give us a call!

Create a Lasting Impression

Research shows that 35% of people keep a promotional product for more than a year, with 24% keeping them for at least two. If you're looking for gifts for your employees, potential clients or existing customers, there are a few things to keep in mind:

■ **Choose quality.** When asked why they kept the item, 25% of those surveyed said it was because they thought it was attractive. When selecting a gift that will be worn or washed frequently, like hats and t-shirts, go for high-quality material and a stylish look. The recipient will perceive the gift as having a higher value, and that will increase their positive impression of your company.

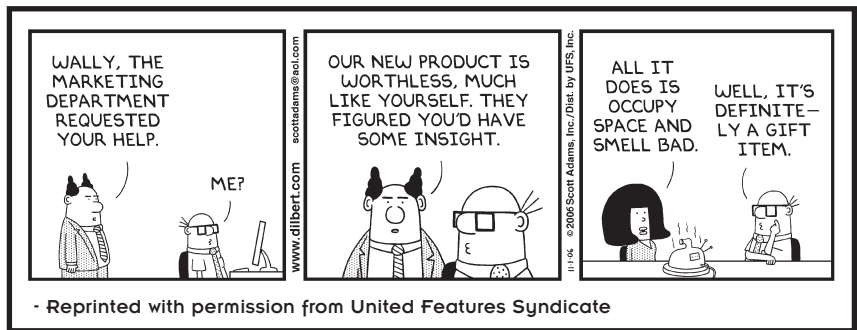


■ **Set the tone.** How do you want customers and employees to view your company? As helpful and caring? Stylish and trendy? Reliable and quality-focused? Promotional products can help you convey all this and more.

■ **Meet a need.** The majority of people surveyed — 76% said they kept a promotional item because they found it useful. Consider items that meet a specific need the recipient may have. If you're rewarding your customer service staff, for example, a calculator, desk organizer, or nice note pad and pen set would be appropriate, while a briefcase or USB pen would be helpful for your traveling sales staff. If your prospective customers are senior citizens, gifts of magnifying glasses, clip lights, jar openers and pill cases would be used frequently.



From hats and shirts to desk accessories and household items, there are thousands of options available. But there's no need to sweat it — call and we'll help you choose the perfect item for promoting *your* brand!



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The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: What goes up a chimney down, but won't go down a chimney up?

Note: The first five people to correctly answer the riddle will win a free gift. Email, call or fax your answer (see form on back). Answer to last issue's riddle: A Candle



New and Unique Products

We've pulled together some of the newest and most interesting promotional products in the universe. Your customers, prospects and employees will want one of these:

Heat Things Up. Pour hot liquid into this unique travel tumbler and your custom design will be revealed! The double-walled tumbler also has a spill-proof lid.

Put the Pieces Together. When vacations are over, you can make time in the office more fun with the *Pieceless Puzzle*. This entertaining gift pulls apart into one continuous piece. Once the puzzle is together, it can be used as a mouse pad or coaster — keeping your logo in sight for all to see.

Shed Some Light On It. This thin, ultra-bright LED flashlight attaches to the back of most cell phones. Your customers will never fumble for their keys in the dark again!

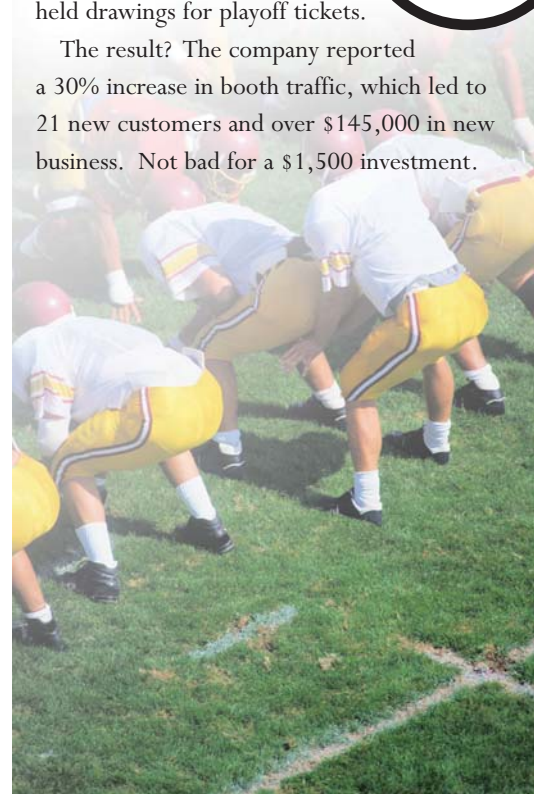


Kicking Off a Successful Tradeshow

A local software company chose a football theme for their fall tradeshow, complete with a special "Game Day" logo. Booth staff wore jerseys with the company logo and handed out stadium cups, megaphones and football-shaped stress relievers. The company also held drawings for playoff tickets.



The result? The company reported a 30% increase in booth traffic, which led to 21 new customers and over \$145,000 in new business. Not bad for a \$1,500 investment.



Tailgating in Style

Fall is almost here... which means cooler temperatures, changing leaves, and cheering for our favorite sports teams! These items are sure to be crowd-pleasers at company events, tradeshows and tailgating parties:



Sitting Pretty – Your customers will thank you for this handy, comfortable stadium seat. It features adjustable straps and large outer pockets for stashing programs, snacks and much more.



Keep Your Eyes on the Ball – These sporty binoculars fold into a compact size that's perfect for a tote bag, backpack or pocket.

Avoid the Chill – Keep 'em warm with this comfy and attractive fleece scarf. Available in black, gray, navy blue and red.



Double-Duty – It's a cooler... and a grill! The outer chamber contains a grill, which burns charcoal or wood. The inner cooler compartment holds up to ten 12-oz. cans (and of course, plenty of hamburgers and hotdogs).



Lagniappe

(a little something extra)

Local Signs Seen Around Town

Pizza shop: "Buy our pizza. We knead the dough."

Tire shop: "Invite us to your next blowout."

Towing company: "We don't charge an arm and a leg. We want tows."

Taxidermist's window: "We really know our stuff."

Optometrist's office: "If you don't see what you're looking for, you've come to the right place."

Note: These would be good slogans to print on your next promotional product giveaways!



Think You Know Everything?

1. The longest one-syllable word in the English language is screeched.
2. No word in the English language rhymes with month, orange, silver or purple.
3. "Dreamt" is the only English word that ends in the letters "mt."
4. All 50 states are listed across the top of the Lincoln Memorial and on the back of the \$5 bill.
5. Almonds are a member of the peach family.
6. Maine is the only state whose name is just one syllable.
7. In most advertisements, the time displayed on a watch is 10:10.



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

Q: How can we use promotional products to bring in new business for our insurance agency? Someone suggested using imprinted coffee mugs because they are inexpensive, highly visible, and used for years. What do you think?

A: Coffee mugs are excellent for branding and name recognition! You can make your mug the gift that keeps on giving by filling it with cookies, candy or a bag of coffee or tea. You can then stay on your customers' radar by sending them a new "filler" every month.



Q: Our daycare center is looking for promotional ideas to bring in new clients. What can you recommend?

A: Wearables for infants and children are very popular right now, with options ranging from logo'd "onesies" for babies to t-shirts, fleece and jackets. Consider other useful items such as a first aid kit, tote bag, or refrigerator magnet thermometer.



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