

distinct promotions & apparel



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Birchwood Bulletin

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. Awards and premiums will improve customer loyalty, employee morale and productivity.

Fall/Winter 2010

Maximizing Tradeshow Leads

When it comes to tradeshow leads, it's the quality, not quantity, that matters. A well-thought out strategy can prevent you from wasting money and effort on dead-end leads.

To help you get started, we've put together a blueprint for lead-generation success:

1. Identify your best prospects. Start by defining who your ideal prospects are, the problems you can solve for them, and how to reach them. This should influence the rest of your planning.
2. Draw them in. Reach out to prospects with an e-mail blast, postcard mailer or trade ad that ties into the theme of your exhibit and highlights the unique solutions your company offers. Provide an incentive to stop by the booth, such as a pocket-sized day planner, pen set, wireless mouse or attractive business card case. Or, send a promotional item with an offer to get a related product at the show. One company sent top prospects a travel kit before the show, and then gave them a travel cell phone charger when they stopped by the booth for a meeting.
3. Educate your booth staff on the objectives for the show. Everyone working the booth should know who is considered a good prospect and the type of information to ask for. This should include details such as budget, timeline for purchase and the names of any colleagues who might be interested in your product or service.
4. Follow up quickly. It's important to contact your leads before they forget your conversation — or before the competition calls them. Call or e-mail your hottest leads within two days of the show to personally thank them for stopping by. Send all leads something to keep your company top of mind, such as product information and a white paper with an imprinted clip or memo holder.



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ROUTETO:

Focused planning will allow you to devote more time and resources to your best leads. We can give you more ideas for maximizing your tradeshow investment. Please contact us today to learn more!



Sparking Creativity in Your Team

Creative thinking is a huge asset in the workplace. It can play a role in solving problems, cutting costs, improving customer service, inventing new products and planning successful exhibits and events.

Many people believe that they aren't creative, but the reality is - they just need the right tools. To get your whole team thinking in new and innovative ways:

- **Encourage.** Ask every employee in your organization to contribute ideas, both inside and outside their departments. It can take courage to share ideas, so be sure to welcome and respect all suggestions. What seems like a crazy idea can provide inspiration for a great one.
- **Inspire.** Plants, art and posters of beautiful nature scenes can help boost creativity throughout the office. Many companies also set aside a creative space where employees can brainstorm. This can be a separate room with a whiteboard, big pad of paper, markers, stress relievers, fun toys and snacks, or something as simple as a bulletin board for posting ideas.
- **Collaborate.** Create teams of people from different departments and backgrounds and have them brainstorm solutions to specific problems.
- **Enable.** Give everyone the tools they need to get their brains moving, like books of creative exercises and a list of free online creativity-boosters. (Google "creativity tools" for resources.) Distribute pocket-sized notebooks and pen memo recorders so everyone has a way to record great thoughts whenever and wherever they occur.



Creativity can make your company stand out from the competition. Call us for more ideas on helping your team reach its creative potential!



Marketing to Millennials

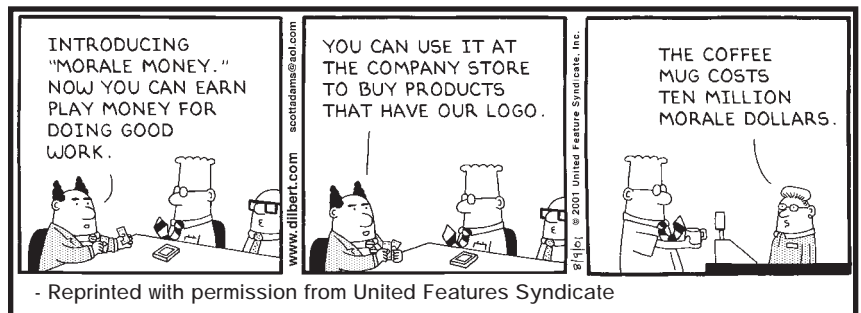
The generation known as Millennials, or Gen Y, is now the largest U.S. consumer group. This key demographic consists of approximately 80 million Americans born in the 80s and 90s, and includes teens, college students and moms.

Millennials are notoriously hard to market to since they don't rely on traditional media. They are loyal to brands, but distrustful of ads.

So how can you reach this important group? The key is to focus on a message that will be truly meaningful, and then get that message to the group. Sponsor or attend community events, popular get-togethers or extreme sporting events. Handing out samples or branded promotional items will help you gain exposure.

Look for promotional products that are well designed, trendy and fun, but also functional. Apparel is always popular, particularly stylish graphic tees, tank tops, hats, visors and even intimate apparel. For technology items, focus on useful accessories like speakers, ear buds and laptop locks. Millennials are socially and ecologically conscious, so eco-friendly items are also a good choice. Examples include organic cotton apparel, pens and mugs made of recycled materials, and reusable tote bags.

It takes a little extra effort to reach Millennials but the rewards can be big. We can help you select the right product and message for this important consumer group — just give us a call today.



Lagniappe
(a little something extra)

Quotable Quotes

"All the so-called 'secrets of success' will not work unless you do."
- Anonymous

"The problem with doing nothing is not knowing when you're finished."
- Ben Franklin

"I've had a perfectly wonderful evening but this wasn't it." - Groucho Marx
"When the character of a man is not clear to you, look at his friends."
- Japanese Proverb

"Money is better than poverty, if only for financial reasons."
- Woody Allen



Selecting the Perfect Gift

We all know the saying, "It's the thought that counts." But when it comes to your business, the right gift can have a positive impact that lasts throughout the year.

Here are some elements of an effective business gift:

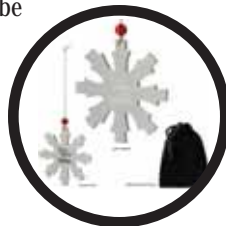
High perceived value – Consider ways to add value to your gift. Rather than sending a mug, give a mug and a USB warmer, or a drinkware and coaster set.

Lasting impression – Useful, high-visibility items such as clocks, calendars and desk sets will keep your name visible year-round.

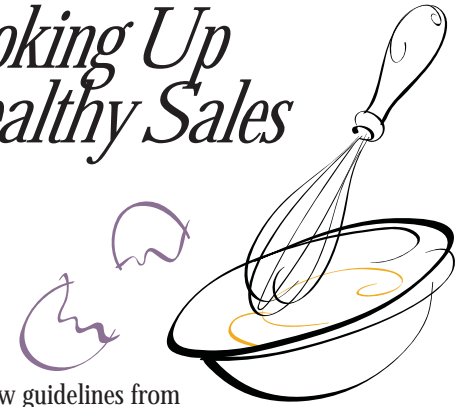
Tradition – Many companies send a related gift each year. One local company gives a different ornament each holiday season, while another focuses on kitchen items like oven mitts, aprons, measuring cups and jar openers. They've found that the recipients look forward to guessing what the gift will be each year!

Sharable – If you'd like to thank a department or give a client something to share with the family, edible gifts such as fruit baskets, treat towers, gourmet brownies and cookies are always a big hit.

Whether you're looking for a gift for prospects, clients or employees, we'll help you select the perfect item. The holidays are right around the corner, so contact us today to get started!



Cooking Up Healthy Sales



The new guidelines from the Pharmaceutical Research and Manufacturers of America have limited the gifts that drug companies can give to physicians, but companies are finding a creative solution: cookbooks focused on specific health topics.

Health-related cookbooks are an ideal way for doctors and other medical professionals to promote a healthy diet and lifestyle to their patients. The cookbooks can be excerpted or reformatted to fit any budget. For example, a full-sized, 256-page *Betty Crocker's Diabetes Cookbook* was customized to a 4"x 6", 64-page edition to meet a company's budget.

Cookbooks are also a great promotion for gyms, spas, grocery stores and hospitals. Available topics include low-fat eating, heart health, arthritis, cancer and more.



New and Unique Products

Here's our latest roundup of new and intriguing promotional products:

Trendy Fun – Silicone rubber bracelets in various shapes are extremely popular, and now you can design bracelets in a custom shape of your own. They can be worn on the wrist or ankle and return to their original shape when taken off.

This is a fun way to promote your logo, brand or event. For the Birds – Advertise your brand while helping your clients feed the birds! This imprinted birdfeeder is a great employee thank-you gift and would make an attention-grabbing promotion for landscapers, realtors, garden centers, homebuilders, lawn-care companies and more.

Show Your Colors – This silicone band tumbler is an eye-catching way to build awareness of your cause, charity or business. The 15-oz. tumbler has a BPA-free interior, and the silicone band is available in nine different colors.



The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: What flies when it's on and floats when it's off?

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 shadow



Famous Proverbs

1. The wise man, even when he holds his tongue, says more than the fool when he speaks.
2. What you don't see with your eyes, don't invent with your mouth.
3. A hero is someone who can keep his mouth shut when he is right.
4. One old friend is better than two new ones.
5. One of life's greatest mysteries is how the boy who wasn't good enough to marry your daughter, can be the father of the smartest grandchild in the world.



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

- Q: Our store is moving. What are some effective ways to spread the word about our new location?
- A: **You can send clients and prospects magnets, memo holders, bookmarks, sticky notes and truck-shaped stress relievers printed with a "We've Moved" message. Or, you can use a "From Our New Home to Yours" theme and invite people to visit your store for a chance to receive household gifts such as blankets, oven mitts, aprons and measuring spoons. Be sure to include your new address on all the promotional products you use!**
- Q: We've been giving our dental patients imprinted toothbrushes and floss after a cleaning but want to add something new. Can you help?
- A: **Colorful two-minute timers will help everyone brush long enough, and toothbrush holders will ensure that your name is seen at least twice a day. And there are a number of fun prizes available for kids, including a plush tooth, a tooth fairy teddy bear, dentist-themed coloring books, chalk, bubble soap and mini beach balls.**



NEED HELP? SEND US YOUR QUESTIONS.

Please copy and fax or mail your request

**Do you enjoy reading our newsletter?
Call, fax or email us with your comments.**

***This Newsletter Provides Information and
Ideas for Improving Sales, Image and Profits.***

Want to make your next promotion a success?
Please contact us at:

Michele Schultz
952-270-8300

Info@BirchwoodMarketing.com

I'm interested in:

- | | |
|--|---|
| <input type="checkbox"/> Lead Generators | <input type="checkbox"/> Employee Motivation |
| <input type="checkbox"/> Green Promotions | <input type="checkbox"/> Holiday Gifts |
| <input type="checkbox"/> Tradeshaw Giveaways | <input type="checkbox"/> Fall/Winter Promotions |
| <input type="checkbox"/> Incentives/Awards | <input type="checkbox"/> New Products |

I need: literature pricing samples of these products: _____

Contact _____

Company _____

Address (if different from addressee) _____

Phone/Fax/Email _____

Riddle Answer _____

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