

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.

Winter/Spring 2011

How to Create an Effective Social Media Marketing Strategy

Social media is a very powerful way to connect with customers and prospects, but without a plan it can also easily turn into a tremendous time drain.

A successful social media marketing strategy will clearly define your objectives and save time and effort. It can also have a positive impact on your ROI. According to a recent report from R2integrated, companies that profited or saw increased revenue from social media marketing were almost twice as likely to have a formal strategy.

Here are some tips for creating a successful social media marketing plan: Set specific goals. Define your target audience and your objectives in marketing to them, such as building brand awareness, improving customer service and retention, and driving traffic to your website.

Do your homework. Determine where your audience spends its time online and the best methods for reaching them. Look at what's working for your competition and research the best practices of other successful social marketers.

Set a schedule. Create a calendar of when, where, and what your company's social media activities will be. Consider sharing how-to info, product demonstrations, facility tours, case studies, exclusive promotions, and contests for gift packs of logo'd merchandise like t-shirts, travel mugs and laptop sleeves.

Go public. Plan how you will promote your efforts. One company, for example, gave out sunglasses at a tradeshow and encouraged recipients to post photos of themselves wearing the glasses on Facebook and Twitter. The most creative entry won a limited-edition hat. Other companies distributed attention-grabbing t-shirts and stickers with their Twitter handles.

Determine how you will track results. It's important to monitor and analyze your efforts, but keep in mind that it can take a year or more to see measurable results.

Finally, stay flexible. Your plan will help keep you focused, but it's also important to assess new tools that may come along and change tactics if something isn't working.

We can give you great ideas for promoting your social media marketing. Contact us to learn more!



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ROUTETO:



Help Employees Cope with Time Change

Many people complain about losing that hour of sleep when daylight-saving time begins each spring. But a recent study from Michigan State University shows the change affects more than just people's moods. The study, published in the Journal of Applied Psychology, found that on the Monday after the time change workers averaged 40 fewer minutes of sleep, had 5.7% more workplace injuries, and missed 67.6% more workdays due to injuries.

So how can you help your staff while boosting their safety and productivity? Plan important meetings or dangerous work for later in the week, after employees have adjusted to their new schedules. Be sure to remind your staff of the importance of rest, and make it fun with gifts like an alarm clock, coffee or tea in a mug, or a relaxing candle, spa set or sleep mask.



Lagniappe
(a little something extra)

Quotable Quotes

"It's not a 9-5 job. It's an every moment you're awake job because you actually enjoy the work that you're doing."
– Jeffrey Kalmikoff

"Whoever said money can't buy happiness simply didn't know where to go shopping." – Bo Derek quotes

"Go out in the world and work like money doesn't matter, Sing as if no one is listening, Love as if you have never been hurt, and Dance as if no one is watching" – Unknown

"Don't tell me where your priorities are. Show me where you spend your money and I'll tell you what they are." – James W. Frick



8 Tips for More Efficient Networking

The word "networking" makes many people cringe, but it is vital to business success. That's why we've put together some tips to help make networking easier:

Set goals, then do your research. What are your objectives for networking? Research different events and groups and focus your time on those with the attendees or members that are the best fit.

Be open. Networking doesn't just take place at business events and through online sites like LinkedIn or Plaxo — it should occur every day. The person you meet at the airport or the long-lost friend you run into at the grocery store may not need your services, but they may know someone who does.

Help others. Effective networking involves building mutually beneficial relationships. Instead of handing out as many business cards as you can, focus on how you can assist the people you meet.

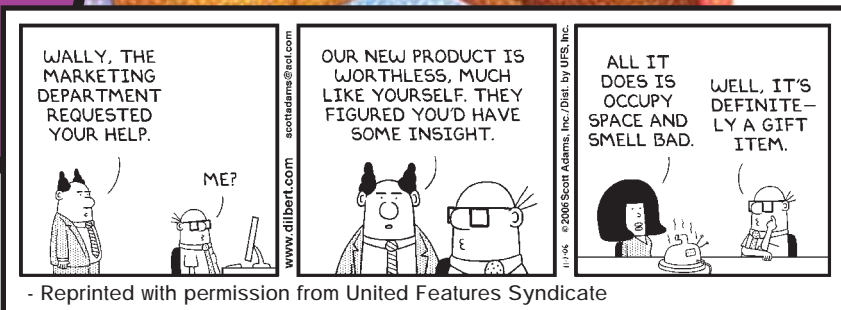
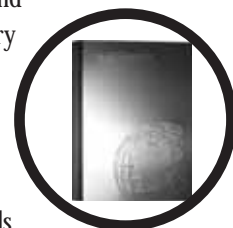
Know how others can help you. Be prepared to answer questions about the problems you need solved and your ideal customer.

Stand out. Use eye-catching business cards with photos of your products or a list of your services on the back. Or, give a small reusable item instead of a business card, such as a pocket calculator, sticky note dispenser or magnet.

Volunteer. Volunteering for an organization or at an event is a low-pressure, high-visibility way to meet people.

Give a speech or lead a seminar. Most groups will happily accept your offer, and it's an excellent way to position yourself as an expert in your field. Follow up quickly. Send your new contacts something useful that will remind them of you for years to come. This could be an e-book on a customized USB drive, a report or relevant article in an attractive binder, or a journal book, highlighter or pen.

We have a variety of products to support your networking efforts. Call for some great ideas today!



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Looking Good in Leather

The upscale look of leather items can give your promotions and gifts a higher perceived value. Here are some useful and attractive products your clients and employees are sure to appreciate:

Write in Style – This striking pen with a leather-wrapped barrel is one everyone will want to hold on to!



A Taste of Elegance – Dress up your clients' morning cup of joe with this stainless-steel tumbler featuring a removable leather wrap.



Class Act – A leather mousepad adds style to any desk and would make a great incentive or reward.



New and Unique Products

We've rounded up some of the newest and most interesting promotional products available:

Wireless Wizard – This useful wi-fi finder shows when a wireless signal is available and indicates its strength. Perfect for students and anyone who spends a lot of time working outside the office, such as sales teams, executives and contractors.



Sip on the Go – This handy stainless steel cup collapses to 1 1/4" high and includes a cover and keyring. It's great for outdoor enthusiasts, sporting-goods stores, sports teams, athletic clubs, pharmacies and physicians.



Keep it Clean – These durable coasters fit standard car, truck, boat and RV cup holders. The eco-friendly coaster shown here is made from recycled tires; cork, faux suede and shammy are also available. This would make a good giveaway for dealerships, service shops, car washes, rental car companies and insurance agents.



Hitting a Promotional Home Run

When Sprint wanted to arrange meetings with C-level decision makers to promote its services, the company used a baseball-themed campaign to reach this busy audience. According to *Deliver* magazine, the company used dimensional mailers containing a logo'd wooden baseball bat, an offer for a free jersey, and product information.



The bulky mailer grabbed recipients' attention and the campaign exceeded the company's expectations.

Want to "load the bases" for your sales team? We can tailor a dimensional mailer promotion to your needs — just give us a call!

The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: A forest exists somewhere on Earth. This forest has no life except for trees. After a storm a tree was hit by lightning and falls. What sound would it make?

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 Feather





Strange Laws

1. In Connecticut: In order for a pickle to officially be considered a pickle, it must bounce.
2. In Wisconsin: Livestock have the right-of-way on public roads.
3. In Iowa: Kisses may last for no more than five minutes.
4. In Florida: It is illegal to sell your children.
5. In California: No vehicle without a driver may exceed 60 miles per hour.



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

Q: Our company is planning some outdoor team-building activities this winter. What are some good giveaways?

A: **Keep everyone warm and comfortable with fleece jackets, scarves, hats, ear warmers, gloves, lip balm, lotion or sun block. Also consider digital cameras, which can be used for capturing candid photos for use on the company website, newsletter and bulletin boards.**

Q: With tax season approaching, my accounting firm needs a way to remind existing and potential clients about our services. Help, please!

A: **Help clients and prospects organize their important papers now with logo'd paperweights, clip tins or staplers. You may also take a more humorous approach and send a decision-maker toy with a note saying, "Don't just guess if your taxes are correct — call the pros!"**

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

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Info@BirchwoodMarketing.com

I'm interested in:

- Lead Generators Employee Motivation
- Green Promotions Apparel
- Tradeshow Giveaways Winter/Spring Promotions
- Incentives/Awards 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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