



First

Select a promotional products distributor to help you with your search. Choose someone you trust and someone who has a good industry reputation. Ask for references and experience. You could surf the Internet yourself for products, but a distributor will know what manufacturers are reliable, who makes good on delivery promises and those who are offering special sales that will save you money, time and irritating inconveniences.

Second

Be clear on what you want your promotional product to accomplish. Is the item used as a:

- A. Sales leave behind
- B. An incentive to order
- C. A tie-in with a new or existing campaign
- D. Used to help increase your brand's awareness with customers
- E. Or, any number of other worthy goals

You'll also want to consider products that reinforce your brand's image in the minds of your customers. Well-selected premiums, targeted properly and integrated into the overall communications and marketing objectives of an event, will improve your chance for success. These tangible symbols, when well connected to your message, can motivate prospects to act today and in the future because, unlike radio and print, they can be visible for a long time.

Third

Decide how much you want to spend on the project. This will make it easier to zero in on the products you can use that are within your budget.

Finally, try to do some research during and after the project to determine how well the promotional product is being accepted by the customer or prospect.

To review FCM references and industry experience
just click this link to visit: www.fcmmktg.com