

**TIMED-RELEASED MARKETING**

**Using Branded Promotional Products**

**DIGGING DEEPER**



FCM can help you develop promotional programs that help you reach important customers, prospects employees and critical centers of influence at all levels year round.

Everyone needs new customers but it's equally critical to keep the ones you already have.

Specialty advertising will help. It's cost effective, it's personal, it keeps you top-of-mind with your audience, and it's memorable.

Call us today and start planning to increase your customer retention and acquisition now.

**Branded promotional products are very effective in these business areas:**

**Sales and Marketing**

- > Conventions and meetings
- > New product introductions
- > Customer gifts
- > Branding building
- > Sales tools

**Corporate**

- > Employee gifts
- > Brand/Identity building
- > Anniversary/event celebration
- > Acquisition

**Operations**

- > Safe work
- > Safe driving
- > Productivity increase
- > Cost improvement
- > Zero defects
- > Quality teams

**Human Resources**

- > New employee welcome
- > Benefits information distribution
- > Charity/cause partnership
- > Recruiting

**Safety Manager**

- > Safety programs
- > Days safe on the job
- > Zero down time
- > Safety suggestions

**Finance**

- > Budget performance
- > Collection performance
- > Discount performance
- > Cash management
- > Inventory control