

# Voice of **vitronic**

PROMOTIONAL GROUP

*Keeping Our Distributors In-The-Know*

[www.vitronicpromotional.com](http://www.vitronicpromotional.com)

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## Tips for Promoting Your Business in a Down Economy!

Experts say that the best time to buy stocks or real estate is in a tough economy due to the values and the imminent return on investment down the road. The same philosophy should be applied to promoting your business. Through strategic planning, even on a tight budget, promoting yourself now will make your customers think of you first when they are ready to spend again. And the best way to promote your business is through promotional products based on these statistics\*:

- 71% know they have received a promotional product in the last year
- 73% of people say they use a promotional product once a week
- 45% of people say they use a promotional product once a day
- 76% of people who received a promotional product knew the advertiser's name
- 52% of people did business with an advertiser after receiving a promotional product

When a customer has repeated exposure of your advertising message due to the length of time a promotional product is kept, they are more apt to choose you over your competitor. In comparison to other forms of advertising, promotional products are a low cost-per-impression form of advertising that provides a far reach and high recall. Some of the best opportunities to use promotional products are at trade shows, sales calls, awareness events, employee recognition, and as gifts for referrals.

**VITRONIC PROMOTIONAL GROUP** boasts hundreds of products in visual and value-driven designs to ensure a successful promotional program. With our totes, bags, coolers, caps, umbrellas, calendars and more, we will have your customers remembering you first.



There's no place like vitronic!

Shop anytime at [www.vitronicpromotional.com](http://www.vitronicpromotional.com)

\*Statistics Provide by PPAMS, Promotional Products Association of the Mid-South