

L & D Mail Masters

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**AD SPECIALTIES • AWARDS
EMPLOYEE INCENTIVES • PENS
PENCILS • BALLOONS • CAPS • MUGS
MAGNETS • SHIRTS • DECALS
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BRANDBOOST

INFORMATION & IDEAS FOR IMPROVING SALES, IMAGE & PROFITS



MAKE YOUR BUSINESS A BACK-TO-SCHOOL STOP

The purpose of this newsletter is to help our clients grow their business! Promotional products increase awareness, help with company branding initiatives, and assist with lead generation. Promotional awards and products improve customer loyalty, employee morale and productivity! Enjoy this issue and use it to help your business grow!

Summer/Fall 2017

2 INCENTIVES AND REWARDS

Say FORE!

BRIGHT IDEAS

Always be ready for last minute summertime event

CLIENT APPRECIATION

Buy a round of golf for your VIP Clients

LAGNIAPPE

Quotable Quotes
(A Little Something Extra)

3 PRODUCT SPOTLIGHT

Pour one out in his honor

BRANDING

Go viral for your wit

MARKETING TIP

Create a reason to get in touch

THE RIDDLER

Your Chance to Win a Free Gift

4 BASEBALL FUN FACTS DEAR ADDY

Answers Your Promotional Questions

As the long summer days start to slip into the chill of fall, parents everywhere start to make arrangements and plans for getting the kids back into the routine of school days. College students make plans to pack up from their summers at home, and get ready to jump into the rigor of the new academic year. By planning ahead and determining how you can position your brand, the push for back-to-school can convert into business.

Become present on campus. Work with your local university, college, or community college to be a vendor on their campus welcome day! You'll be able to set up a booth and talk with hundreds, even thousands of people who are new to the area and trying to establish a network of places to patronize. Adopt the theme "Don't blend in on campus" and hand out these camo water bottles with your logo on it, a reminder that you have wares they want.



Show off your logo every day. Penetrate the market of a particular school by teaming up to provide backpacks to students at the campus. Attend a registration day at a K-12 school and bring a wheel for parents to spin to win much needed school supplies. These backpacks will be a coveted item and are sure to be carried daily on campus. Your business' sharp logo will be prominent for teachers, students, and parents to be reminded about your great products and services.



Make friends with the teaching staff. It's no secret that most teachers are forced to spend much of their own salaries to outfit their classrooms with supplies and décor. Any business that takes the time and effort to recognize them and take something off their shoulders is sure to be one they always remember! These Bluetooth keyboards are a great tool; they turn tablets into a computer or a laptop into a much more ergonomic computer when it's time to plan lessons, take attendance, or turn in grades! Your business' name on the board is a constant reminder of how thoughtful and pragmatic your company is.



Back-to-school promotions don't have to be just pencils and calculators! These are three very different ways to attract new business. Determine your target market and utilize a promotion plan that will turn back-to-school into back-to-your-business!

ROUTE TO:



Say FORE! At a Team Building Tournament

Head out to the green with your staff for a day in the sun! Put together foursomes with different ability levels for teachable moments, and let the coworkers bond. Spending a day out of the office and outdoors will help foster connections between your staff that facilitates collaboration better back at the office.



Hand out awards at the end for top scores, but also have your staff anonymously vote for fun awards like best outfit, most heart, excellence in team spirit, and most improved. Customize some golf balls with your company's name to really get the game going and act as a favor to remember the day by.



CLIENT APPRECIATION

Buy a round of golf for your VIP clients



For a hole in one, show your clients your appreciation by buying them a round of golf at a local course. Show up to their office with a goody bag complete with a certificate for your favorite course and include other items to pique their interest.

This golf ball shaped USB flash drive is a quirky way to tie your business back to the golf game. Save some special information about the course they're attending to the drive as an extra little something to remember.



Golf umbrellas are the item you always wished you had with you whether it's drizzly or sunny! Present an umbrella branded with your company's logo and your VIP client will be advertising your wares as they hit the links.



Always be ready for a last-minute summertime event!

Don't miss out on an event that comes up spur-of-the-moment because you're unprepared. Plan ahead and have special branded promotional items that you can use:



At the drop of a hat – order these branded panama hats in a variety of sizes. They're perfect to give away at a beach, picnic, or concert event and get tons of exposure from attendees.

When the future's so bright – the fun colors, low cost per unit, and classic style will make these sunglasses a hit at any event! They're sure to hit the spot for kids and adults alike and will always come in handy as a spare pair in the car, a beach tote, or gym bag.



To keep things breezy – help attendees and customers beat the heat by giving out these bladeless handheld fans. They'll remain a staple at a desk, on a stroller, or simply carried around by kids who think it's the coolest thing ever.

Having these things in your bag of tricks for summer promotional events will help you and your staff be prepared for anything that comes up!

Lagniappe

(a little something extra)

Quotable Quotes

“Do what you do so well that they will want to see it again and bring their friends.” –Walt Disney

“In business, you get what you want by giving other people what they want.” –Alice Foote MacDougall

“Nothing is so contagious as enthusiasm.”
– Samuel Taylor Coleridge

“We're all working together; that's the secret.”
–Sam Walton

“The decisions you make are a choice of values that reflect your life in every way.”
–Alice Waters



Raffle Giveaway:

Pour one out in his honor

Branded items that are elegant and timeless are not always easy to come by. Finding something that is beautiful but also useful can sometimes feel like you're looking for a unicorn. If that's not difficult enough, in order to generate leads for a raffle, you need something enticing enough to draw conference attendees to throw their business card into the bowl.



These pitchers fit the bill! Everyone could find a use for a glass pitcher. The etching is subtle, but still there to serve as a reminder to the owner where they got it. Instead of having just one prize, award one every hour and build up more chances to have value-added conversations with future customers.

Branding: Go viral for your wit



Sidewalk signage displays are as common in outdoor retail spaces as parking spots. They're so widely used because they're so effective at drawing the attention of passerby and express the current promotion.

Funny and witty signs are often photographed, then uploaded to social media by people who share the same sense of humor. Celebrities have even come to restaurants (when signs have said they eat free!) Try your hand at this fun chance by using an electronic LED board that you can handwrite on using special fluorescent markers! The eye-catching design will immediately get their attention... then they'll be bowled over by what you have to say. Maybe you'll be the subject of the next big hashtag.



MARKETING TIP

Create a reason to get in touch

Reaching out to clients for more than just a sales pitch is a great way to build and maintain relationships with customers. Having the camaraderie outside of just doing business together will help to make sure you're their first call when they need something. Go in person to drop off sports schedules, host complimentary photos with Santa, or throw a cocktail hour to keep that face time coming.

Create Gift Bundles to Add Value to a Service

Services like oil changes, massages, or cleaning are some of the best gifts to receive. They're things the recipient may not do for himself, but really help to enhance his life. Make these amazing gifts from your business even better by offering them in a bundle to give the gift-giver a chance to hand over something tangible that isn't just a gift certificate.

A fitness certificate. If your business is related to fitness, such as a boot camp, personal trainer, or yoga studio, include a branded towel with a gift certificate purchase. Roll up the towel, and tie the certificate to the bundle for a gift that's sure to be as pretty as it is useful.



A restaurant certificate. Pair your restaurant's dinner date promotional certificate with a pair of wine glasses and a complementary glass when they come in to redeem. Having the etched glasses on the counter will serve as a reminder to make the reservation and remain a favor to take home and look back fondly on the experience.



Pets. Rather than just handing off a gift certificate for a grooming service, pet boarding, or doggy daycare, include a toy for the spoiled pet! Tie your certificate to a new play-thing and become friends with the pet before he scampers in.



Packaging your services with a tangible item is sure to add value for your customer and the eventual consumer.

The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: You can see me in water, but I never get wet. What am I?

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: Dozens

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

**Want to make your next promotion a success?
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BASEBALL FUN FACTS

- The first World Series was played between Pittsburgh and Boston in 1903 and was a nine game series. Boston won the series 5-3.
- The New York Yankees have won 26 World Series titles, which is more than any other team.
- Former Yankees right fielder Mickey Mantle holds the record for most career home runs (18) and RBI (40) in World Series history.
- Baltimore Orioles shortstop Cal Ripken, Jr. didn't miss a game in 16 years. He played in 2,632 consecutive games from April 30, 1982 to Sept. 19, 1998.
- Pete Rose, who played for the Cincinnati Reds and then was banned from baseball for life for betting on games while managing the team, holds the all-time record for hits (4,256) and games played (3,562).
- In 2001, San Francisco's Barry Bonds broke the all-time single-season home run record when he hit 73. He broke the mark of 70, set by St. Louis Cardinals first baseman Mark McGwire in 1998.

Source: www.infoplease.com

DEAR ADDY, NEED HELP? SEND US YOUR QUESTIONS.

Q Our restaurant is positioning itself to become the go-to for events with the Greek organizations on campus. We're perfect for outdoor daytime invitationals, formals, and awards. To establish ourselves as the best place for sororities and fraternities to book with, we'd like to offer a complementary favor as part of the events package. Any ideas?

A Including an item that complements events at your establishment, is an excellent way to do that little something "extra" that sticks in their minds.

These glasses are the perfect item to share with your Greek organizations! They're contemporary and on-trend, have a spot for your restaurant's logo, and are a fun thing to take home. The added bonus? If the dance floor is poppin', the lid will keep any sticky beverages from becoming a slip hazard!

Best of luck,
Addy

