



NOVEMBER 2018



BRAND BOOST NEWSLETTER

INFORMATION & IDEAS FOR IMPROVING SALES, IMAGE & PROFITS

CALL US AT 812-981-7161
OR EMAIL US AT
BKEY@LDMAILMASTERS.COM



LIGHT UP THE NEW YEAR



Toasting to what lies ahead in 2019 is a tradition that goes back generations. Whether it's champagne or cider, clinking the glass of fellow partygoers is a sign of hope and promise of what the new year will bring. Sponsor the celebration and get your name out there!

These light-up LED champagne flutes are a cheeky way to ring in the new year. Team up with another business and do a cross-promotion where you are featured as the sponsor of the midnight toast! These glasses are a fun souvenir from the big party so have your company's name go home with them.

RESIST INTO BETTER HEALTH

With packed schedules, meetings, and phone calls, sometimes squeezing in the extra time to make it to the gym is just not going to happen. With more and more availability of apps and online video streaming dedicated to fitness and working out at home, sometimes that is the best (or only) option.

Help people keep their new year's resolutions by giving away resistance bands at your next event! These rubber bands are useful to the beginner and the veteran. They help the user tone up areas and are widely used in at-home workouts. From yoga to crossfit, to pilates to kickboxing, resistance bands show up time and time again. They have an inexpensive cost-per-unit, take up little storage space, and encourage results!



KNOW WHAT DAY IT IS

Kicking off January with a calendar is an obvious choice, and a necessity for keeping track of what day we're on. While a write-on calendar is incredibly helpful, it's also a consumable piece that goes away after 2019 turns into 2020. Choose a calendar with some staying power and keep your company's name visible year after year!

This fun take on the traditional calendar sits on the desk and provides the important parts; what day of the week, month and day it is! It's easy to slip away on a phone call and forget where you are, and what day it is! These fun ornamental calendar pieces save embarrassment from the potential slip-up. It'll become a ritual to turn the cubes daily, a way for the user to slip back into work-mode.

RIDE AROUND TOWN

For many small businesses, company cars and custom paint jobs are cost prohibitive. However, having the presence and formality of a company car featuring the logo and contact information for a business does a great deal in increasing brand awareness and looking professional. In the service industry, it's especially important to have something that associates your staff with your business since people are having strangers come into their homes, opening them up to vulnerability.

Instead of having the permanence of a painted logo, go with a magnetic sign! They are incredibly versatile, allowing you to have contractors put them on their cars to identify themselves, but also won't be on there during personal time, like a night on the town! With printing that looks sharp and coloration that goes to your branding, these are the best option to get your fleet looking sharp!



SWEAT YOUR BRAND OUT

January is synonymous with restarting the exercise regime. The running joke between habitual gym-goers is the crowded and unbearably full parking lots January brings as new resolutioners show up at the local gym. Rather than grumbling about the wait for stairmasters, team up with a fitness center and offer up a sponsorship on workout pants!

December and early January are times of big promotional pushes from gyms and fitness centers. Cross-promote with them and have your company's name put on exercise pants that come with the new membership. They'll be worn and seen on a daily basis at the gym, and for some will transition well into grocery shopping or brunching pants as well!





DEAR ADDY

We're putting together a fitness initiative for our staff to start off the year. While we'd like to get everyone out and adopting a healthier and more active lifestyle, we're aware of all of the different challenges and ability levels of our staff. Therefore, we don't expect that everyone is going to love doing yoga or running marathons. Do you have any ideas of what we can gift them to support their own individual goals?

Thanks,
Fitness in Fairness

Dear Fitness,

Placing value on health and exercise is such a great way to extend wellness throughout everyone's lives. It's not only great for the physical body, it's also an excellent way to relieve stress, dedicate time to oneself, and can cure many conditions that are caused by being overweight.

These backpacks are a great way to share your support without being too pushy as to what type of exercise to adapt! They can be embroidered with your company's logo, have a number of pouches ready for water bottles and clothing, straps to keep workout towels on, and even provide a spot for a water bottle with a hose! These will work for the big outdoorsman as well as the newbie at the gym.

Best of luck,

Addy



THE RIDDLER



RAILROAD CROSSING, LOOK OUT FOR THE CARS.
CAN YOU SPELL THAT, WITHOUT ANY R'S?

NOTE: THE FIRST FIVE PEOPLE TO CORRECTLY ANSWER THE RIDDLE WILL WIN A FREE GIFT.

CALL US AT 812-981-7161
OR EMAIL US AT
BKEY@LDMAILMASTERS.COM



BRANDBOOST
NEWSLETTER



promo.ldmailmasters.com
Phone: 812-981-7161

