

Promotional Products Aren't Just For The Big Businesses, They Are Vital For Small Businesses Also

Buying and using your own [promotional gifts](#) can be an excellent way of advertising a work from home business. Even work from home businesses can be easily marketed in this way and it doesn't need to cost much, nor is it really complicated to give the products away to future customers.

Take the bog standard promotional pen as a great example of one of the many [promotional gifts](#) on the market. These are fantastic – they don't need to cost much, can easily be bought in bulk and are simple to distribute to potential customers. So go out and get a small batch of these products printed up with your own contact details and name. For a choice of contact details, you should be able to comfortably fit on a telephone number and an email address or website URL, as long as they aren't too unusually lengthy. Now, carry some with you at all times in your bag, pocket or car.

For example, recently I was on holiday and we had met up with another family and become friendly. When it was time for us to pack up and go home, we wanted a way of swapping contact details so that we could get in touch when both back home. This is pretty much what many people do on holidays and nothing unusual. The other family passed us over their details written on the back of a convenient beer mat. This, unfortunately, is an excellent way of losing the details, which we have been guilty of before. As luck would have it, I was able to use the local internet to email him from the hotel, so that we both had each other's emails. But a better idea would be to get a batch of pens printed and just give the family a couple of our own promotional pens. Not only have they got your contact details, but you are making sure that you are telling them your business and as luck would have it, he might now become a new customer of mine.

Of course, these passing acquaintances aren't reliable for distributing enough promotional products to make a batch worth while, at least not enough to make a large return. But if you are taking part in activities such as distributing catalogues, then why not add a pen to the catalogue before you post them? By putting it into the clear envelope that the catalogues are protected in, there's an added incentive for the recipient to open the envelope, take the pen and maybe they will be more likely to order from your catalogue as they already have it open.

Promotional items are also great to leave as a calling card when you have been to see new or potential customers. Leave them a gift, as well as or instead of a card, and they are more likely to be able to find your number when they have decided to buy from you. There's loads of uses for promotional products, no matter how big your business.

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