




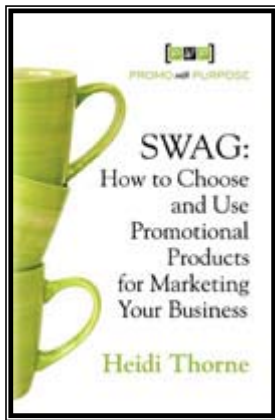
PROMO *with* PURPOSE

A stack of three bright green ceramic mugs is positioned on the left side of the cover. The top mug is fully visible, the middle one is partially obscured, and the bottom one is also partially obscured. The mugs are stacked vertically, with the handles pointing to the right.

SWAG:

How to Choose
and Use
Promotional
Products
for Marketing
Your Business

Heidi Thorne



SWAG. Whether you know it as "Stuff We All Get," "Souvenirs, Wearables, And Gifts" or promotional products, it's any item imprinted with a logo or message, usually to advertise a business, event, association, team, person or cause. Swag is generally easy to buy. And, it's easy to make mistakes which can be costly in dollars, image, and branding. This book shows marketers how to buy it right using the Promo With Purpose concept.

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How to Choose and Use Promotional Products
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by Heidi Thorne

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**Heidi Thorne
Thorne Communications**

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My “Why”

In well over two decades of being in sales, marketing, advertising and public relations, I’ve seen micro to mid-sized businesses wrestle with promotional product buying. The available literature just didn’t show anyone how to buy this stuff. Most books, seminars, and online resources talked about “marketing,” droning on about marketing and business plans. Other resources showcased the obvious mega brands. That has about as much relevance to a one-person entrepreneurship as a book on theoretical physics does to a kid in kindergarten. Typically, promotional product buying was buried in a chapter somewhere, never discussed in depth (if at all), and usually showed a promotion that would cost more than the smaller company would make in years.

Other resources (particularly marketing advice on the web) sniffed at promotional products as if they were the scum of the advertising and marketing world.

Then there were the “practical” books and seminars on “marketing success.” The hackneyed ideas I saw in those books were absolutely laughable (not to mention costly for either product or postage). Think sending shoes to “get my foot in the door at your company.” Dear Lord!

I saw an information gap. I hope I have filled it in the pages that follow. And I hope that you and your marketing efforts are more successful because of it.

Here’s to living and promoting with purpose.

Promo With Purpose

Chapter 1: What is SWAG?

What does the term “swag” mean? Actually, it’s an acronym for...

Stuff We All Get
Souvenirs, Wearables And Gifts
Souvenirs, Wearables, Awards, Gifts
Souvenirs, Wearables And Giveaways
Sealed With A Gift

Swag can also be referred to as...

Promotional Products
Advertising Specialties
Chotchkies or Tchotchkies

But however you define it, the term “swag” refers to any product that has a logo, message, tagline or some form of personalization on it, usually with the intent of advertising a business, event, association, team, person or cause.

Promotional products have one important attribute that trumps all other forms of advertising: staying power. Some promotional products are retained by recipients for decades. In fact, I have a letter opener that I received from a client in 1998. Better yet, I think about that client whenever I use it.

Swag is generally easy to buy. And it’s easy to make mistakes when buying. Those mistakes can be costly, not just in terms of dollars, but in terms of your image and brand.

So what we’ll be discussing here is how to buy it right! We’ll first discuss the Promo With Purpose way to choose promotional products. Then we’ll review some of the pitfalls of

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promotional products and how to avoid them, special issues relating to events and tradeshow, as well as green buying strategies. Lastly, we'll wrap it up with a how-to advice for purchasing swag.

But it all begins with purpose...

ABOUT HEIDI THORNE

Hi! I'm Heidi Thorne, president and founder of Thorne Communications, a promotional products marketing and communications company. I have over 24 years in sales, advertising, marketing and public relations, including a decade in the hospitality and tradeshow industries. As well, I have been selling swag for over 12 years and my company is a member of ASI (Advertising Specialty Institute).

Social Media. By the way, I'm active on the social networks and hope you'll connect with me there, too.

Twitter: @heidithorne or twitter.com/heidithorne

YouTube: youtube.com/PromoWithPurposeTV

Facebook: facebook.com/PromoWithPurpose

LinkedIn: linkedin.com/in/heidithorne

Blog. PromoWithPurposeToday.com (or PWPToday.com) discusses ideas and strategies for choosing and using promotional products primarily for events, tradeshows, and branding. You can subscribe to my posts by RSS feed or email. Join the discussion!

Shopping. My company offers multiple online shopsites where you can browse through hundreds of promotional product ideas:

PromoWithPurposeShop.com Featured collections include tradeshow supplies, green, sports, golf, USA and union made, apparel and gifts.

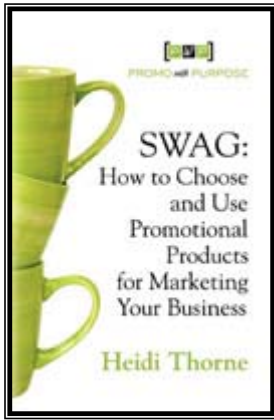
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PWPMobile.com Offers text message marketing programs that can be used alone or in conjunction with more traditional forms of advertising.

USAandUnionMadePromoShop.com Shopsite completely dedicated to offering USA and union made merchandise.

Speaking. Need a speaker for your business group or chamber of commerce on marketing topics? Let's talk! For video previews and current topics, visit HeidiThorne.com.

Live & Promote With Purpose!



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