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Earn A Profit When You Distribute Your Promotional Gifts

Get paid to distribute your promotional products/

Have you thought about how you can cut down your advertising expenditure? Have you been considering about not giving a href="http://www.promotionalgiftsitems.co.uk/ target=_blankpromotional items/"a this year? What an error that could be! Do send them - just make sure that they earn money for you, before you even buy them!

Most businesses when looking at a href="http://www.promotionalgiftsitems.co.uk/ target=_blankpromotional gifts/"a look at pens, diaries and the likes. These are fine and easy to distribute, but usually have only enough printing space for your message. With the current financial credit crunch you need to be thinking beyond the obvious. How can you make your marketing gifts work for you, before you hand them out? How can you make sure that you recover the cost by the time you distribute them?

Most marketing items work along the lines of reminding your recipients of you so they are more likely to come back to you in the future or more likely to refer you to their contacts. Fine, but how can you put a figure on this income when business everywhere is struggling?

Quite simply, make a profit to distribute your own marketing products. Not a huge income, just enough to cover the production and distribution costs. Dont be greedy and companies will be eager to work with you and effectively your marketing products are free.

You do this by simply selling advertising space on your products. So here Im not talking marketing items with small print areas, Im talking larger, but still cheap, products with plenty of print space. Were looking at calendars, mouse mats and clothing.

Clothing is fine to litter with plenty of other logos if you are giving the products out at an event and calendars can cost that little bit more, so personally mouse mats are my favourite here. Its amazingly simple to do. Across the top of the mouse mat put your logo and contact details then split the rest of the mat into 2. Most of the remaining space is used to display a calendar or photos of your products - this gives the mouse mat a purpose - a reason for the recipient to keep it and use it.

Then the rest of the area is available for a few adverts or a list of recommended other suppliers. This area is sufficient to print several logos or a dozen or more website addresses. Depending which you want, charge a small amount per advert space and fill it up with adverts. The more mats you are making the better it is for the advertisers - the more your advert is being seen. You can even give them one when they are finished so they feel they have got something for their cash!

But, why would people want to advertise on your mouse mats? Well, it works on a couple of levels. First, you know the recipients and they are your customers. Therefore, they will see these adverts not as adverts, but as referrals. Also, because they are your clients, you know something about them. For example, a web designer might know they are sending the mouse mats to small businesses. Therefore accountants, printers and the likes might be of interest as well to their clients.

This is the key knowledge that makes this idea work - you know what your average customer is interested in - so think about what other businesses might also want to target your clients.

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