

File Created by [Blogging Rebirth](#) WP Plugin

How You Can Really Make The Most Of The Handy Promotional Diary In Your Marketing Campaign

Maybe you are starting down the path of selecting this years a href=http://www.promotionalgiftsitems.co.uk/target=_blankpromotional diaries/a for your business, but what sort of diary do you need to look at for your customers or sales staff?br /

br /
If you are giving the diaries to your own staff and they are mainly desk bound, then take a look at the range of desk diaries on the market. These are larger then the basic pocket diaries and allow plenty of space for your staff to write in. They come in a variety of formats, from page per week to page per day format. With these, you have a choice of how much space you are giving your employees to write their appointments in. Too little space and the diaries could end up in the bin, so dont cut corners and give a small diary to people with lots of details to record.br /

br /
For those companies looking to give diaries out to their customer base, then you it helps if you know who your customer base is and how they are probably going to need to use a diary.br /

br /
Many people using diaries for personal use will be satisfied with just the basic pocket diary, with week to view. These are small enough to be able to carry about on a day to day basis, whilst having plenty space to write in the days details. The benefit of giving out diaries to customers in bulk is that they then show the gift to their friends as they are trying to arrange events, and in doing so are showing your logo to their friends at the same time.br /

br /
Such quick glances of logos might not appear much, but if the person knows your logo or is likely to see it around, then it may well catch their eye and they can be influenced by it, without even realising that they have seen the logo.br /

br /
Diaries might not seem to be a massive promotional gift, but they can be wonderfully easy to use.br /

br /
A popular extension to the often used promotional diary is to add a promotional pen to the diary gift. This is an excellent idea as it adds to the perceived value of the annual gift.br /

br /
But what many people are thinking of is the small pen that slots neatly into the spine of a week to view pocket diary. But better still, especially for adding to the perceived value of the gift, is to have your diary produced and given out with promotional pens, both with your companys logo or message on them.br /

br /
This matching of promotional gifts allows you to distribute a href=http://www.promotionalgiftsitems.co.uk/Diaries.php target=_blanka promotional diary with a pen/a to many of your customers, who will be very impressed with the item that you have arranged for them. And by choosing to use a logo pen, you have the choice of giving out anything from a cheap pen, worthy of mass distribution to an expensive top of the range looking promotional Parket pen.br /

br /
Careful matching of the pen to the diary, remembering to match the colour of the diary cover to the colour of the pen body, ends up with an impressive looking gift. And if you are giving out large quantities, it may also be possible to use different ranges of pens so that different customers get different values of gifts.br /

br /
By matching and offering this joint present, you are extending the item to a meaningful combination and showing more thought than the customer is anticipating, which they will remember for some time to come. They also have a double present, so are more likely to see one of the items, and your logo, when they are in the mood to buy from you once more. This means that by adding a pen to your diaries, you could be rapidly increasing the effectiveness of the marketing budget.

You can also find this article published on [single file page on filorama.com](#)