

Ask the Expert



Q: *I'm proud of my company & I'd like to put my logo & information on things like pens & desk items. Are there any statistics that support an increase in marketing and sales from these items?*

A: According to a national study, advertising specialties increase sales & deliver better Cost Per Impression than other marketing media. According to statistics, here are the 'Top 5 Reasons' to give Ad Specialties to your Customers:

1. Instant brand recall - 84% remembered the company that gave them an ad specialty
2. Customers buy from the companies that give them promotional products -62% did business with the company after receiving the item
3. Lowest cost per impression of popular advertising media - Your advertising remains to be seen over and over. The average CPI of an ad specialty is \$.004.
4. Improved impressions - 42% had a more favorable impression of the company after receiving the item.
5. Frequent exposure - The typical product is kept for 7 months and many are used by your customers every business day.

Brand your company on a pen, USB drive, or grocery tote. Show your pride in your company. It's affordable and has a long shelf life.

Anita Patterson Burr

Ark Enterprises
832 North 9th St
Fort Dodge, IA 50501
anita@arkenterprisesonline.com
573-8755

**Greater
Fort
Dodge
Growth
Alliance**

January 2012

Have a question for our expert? Email us at
programs@fortdodgechamber.com