

MOBO Pro Marketing

National Volunteer Week is April 23 - 29th. Let's celebrate all the Volunteer Team Coaches gearing up for Spring & Summer fun!



How Promotional Products Stack Up

Promotional Product Professionals of Canada (PPPC), of which we are a proud member, determined that:

- 20.9% of consumers made a purchase after receiving a promotional product
- 13.4% made a purchase after viewing a printed ad
- 7.1% made a purchase after watching a TV commercial
- 4.6% made a purchase after seeing an online ad

We can agree that using promotional products in your marketing tool kit is not only a wise decision but that it should be a key component in your advertising strategy.

What then are the best ways to use promotional products to market your business? Here are some tips from "Business Know How" that we agree with ...

What to Give Away?

Almost anything you can think of can be turned into a promotional item. Some of the more common and most successful items include:

- Pens and other writing instruments
- Apparel
- Beverage Bottles
- Reusable Shopping Bags
- Calendars

Should every item have your logo on it? After all, that is the point of advertising, right? Not necessarily. Sometimes personalizing the item for the client makes more sense. Putting a good customer's name on the item ensures they will use it - and tell others where they got it!

It is always good practice to think about where decisions that involve your product or service will be made. For example, if you operate an online business, give out power banks or flash drives - items that will be used when the decision makers are at their computers thinking about placing an order.

Keep in mind the shelf life by selecting items that will be around for a long time. In other words, in addition to an imprinted pad of sticky notes, go for a holder that can be used repeatedly. One of our favorite items is a 3 inch tall paper cube. If you print your logo and phone number at the bottom you will be "top of mind" for months! One exception to this rule of longevity is food. At certain times of the year - major holidays - a gift of food is welcome and appreciated.

Why Give an Item?

- Breaking the ice by giving out a promotional item is a nice way to start up a conversation
- Trade Shows & Community Events
- Reward Referrals - make them feel appreciated for helping you
- Give two and ask them to "Share the wealth" - it is an easy way to double your advertising impact with little effort on your part. The recipient will be thrilled you have solicited their help in finding another deserving recipient.

Special Team Offer



BUY 3, GET 1 FREE!

Buy three pieces of clothing or three hats for your team and get one free!

Must be a TEAM 365 Selection
 Decoration charges apply on all pieces
 Taxes & Freight extra
 Valid until 28 April 2017



THE BRAND DESIGNED FOR ATHLETES AND THOSE WHO COACH, CHEER AND SUPPORT THEM.

Rooted in the traditions of classic team sports. Honor. Hard work. Victory. Team. Community. True performance gear designed to inspire the athlete's daily quest for success. Training. Competition. Warm-up. Team. Championship. Fan. Supporter.



[VIEW THE TEAM 365 COLOR GUIDE](#)

We are thrilled to announce that we have officially been granted a Canada 150 license! What a great addition to add to a promotional item along with your company logo!



Online Catalogue
 View MOBO's online catalogue ▶

For all your Spring and Summer sport needs, visit our Showroom at 335 Robin Way in Saskatoon. Coffee is always on!

For nearly 30 years MOBO Promotional Solutions has acted as a trusted Advisor to our clients by helping them stand out from their competition. For expert advice on how you can get the best ROI for every marketing dollar, call us at 306.249.4318.