



GROW YOUR BUSINESS Using the **5% RULE**

Choose 6 of the following actions that could each have a 5% impact in your revenue

Call to request a more comprehensive list & detailed steps on how to fully implement the 5% RULE

We look forward to learning more about your company so we can help you choose the most effective logoed products to achieve the goals that are most important to you.

- Increase awareness of brand to the public
- Target 10 huge prospects & find 4 different ways to follow up with them
- Target 25 new average sized prospects & find 2 different ways to follow up
- Look for opportunities to WOW clients & prospects
- Aim for 100% loyalty from ALL current clients
- Get referrals to other departments/branches from current clients
- Introduce 1 new product to current clients every time you see them
- Get more business from your website
- Improve effectiveness at trade shows
- Improve networking
- Increase visibility of goodwill in the community
- Develop key relationships that can leverage referrals
- Launch another product line, or geographical area
- Increase staff commitment by creating incentive plan

Call to learn more about how Promotional Products can be used as part of the marketing mix to help you with your unique 5% RULE Plan.

TOP 10 REASONS FOR USING PROMOTIONAL PRODUCTS

Objective	Promotional Product Ideas
○ INCREASE AWARENESS of Brand, Product or Message	Magnets, Pens, Calendars, Note pads, Mugs, Decals
○ INCREASE EFFECTIVENESS AT TRADE SHOWS	Candies, Pens, Fridge magnets, Tote bags
○ CHRISTMAS PRESENTS TO STAFF OR CLIENTS	Jackets, Vests, Sweatshirts, Blankets, Candy tins
○ DOOR PRIZES OR GOLF TOURNAMENTS	Jackets, Hats, Golf shirts, Golf balls, Steel mugs, Umbrellas
○ CLIENT RELATIONSHIP GIFTS	Hats, T-shirts, Paper jotters, Mugs, Thank you cards, Pens
○ THANK YOU GIFTS TO TOP 10% OF CLIENTS	Jackets, Vests, Sport bags, Candy tins, Thank you cards
○ FOLLOW UP WITH PROSPECTS AFTER INITIAL CONTACT	Pens, Mugs, Fridge magnets, Note pad folders, Flash drives
○ STAFF CLOTHING for branding	Golf shirts, Jackets, Vests, Hats, Dress shirts
○ STAFF INCENTIVE, SAFETY OR RECOGNITION PROGRAMS	Steel mugs, Sport bags, Plaques, Watches, Knives
○ SPORTING TEAMS, CLUBS OR ORGANIZATIONS	Jackets, Track suits, Hats, Shirts, Hoodies, Sport bags

The above are some of the more standard products but please give me a call so we can find the best product for your target market

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View thousands of products at: www.outoftheboxmarketing.ca

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MARKETING
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