

Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

From your friends at National Vinyl Products

How to use promotional items



Question: After you have installed a fence, what is one way to be remembered?

Answer: Advertising specialties.

Ad specialties can be your secret weapon

Ad specialties are promotional products with your name and/or logo imprinted on them.

We like to call them business builders. And especially if you give away good swag! (You don't want to go cheap.)

Think about how many items are in your home, car or office. We all use ad specialties. It's the one item that your customers will thank you for.

People love ad specialties

People love—and use—products with value like pens, mugs, T-shirts, cards, calendars, corporate apparel, employee awards, client gifts, magnets, and more.

All of these items will have your name or logo on them. These days, with our amazing technology, your logo can go on about anything. Whether it's in the office or at home, people will use them and constantly see your name and logo.

And in today's competitive fencing market, you must be remembered—especially when it comes time for your customers to refer your business.

Build top-of-mind awareness

People purchase fences from companies they know, trust and remember. A well-chosen, quality ad specialty will show off your business and help potential customers remember you when they have a need for your product or service.

It's called top-of-mind awareness. You do not want to be out of sight, out of mind—especially when your customer is about ready to recommend your fencing company. Ad specialties keep your fencing company in the minds of your customers and prospects.

Everyone will thank you

When was the last time you thanked your TV station for interrupting your show with TV commercials? Or, when was the last time you thanked the outdoor billboard companies for cluttering up your freeways? Never! Ad specialties are the only form of advertising where people will actually thank you.

That's because people love—and use—ad specialties. They are viewed as gifts.

Take the test

Go to your office, home or car and look at all the things you use that have someone else's name on it. Studies say that over one-half (actually 56%) of promotional products are kept at home. That's because people find value in them.



Create impressions

What is the purpose of marketing and advertising to you? How effective is word of mouth? This process is in place to create impressions about your business.

The impressions that were tracked are based on the number of people that came into contact with the user of a promotional product.

The more time an item is seen, the more a person trusts a company.

This in turn creates a potential customer.

People keep ad specialties

Statistics say that 75% of promotional products are kept over six months. Pens are used on average about two times per day and about 64 times per month.

People rarely discard them because they are perceived as something of value. Fact: Nearly two-thirds (63%) of office / business accessories are kept in the office.

Low cost per impression

How many people do you come in contact with every day? If you were to take the total number of impressions provided from a pen and divide that into the average cost of a pen, your total cost per impression drops to \$0.002 per pen.

High pass-along rate

Fact: After receiving promotional products, of those who do not keep their promotional items, 51% give them to someone else. Imagine how many more impressions you will receive from this “pass along” effect.

Quick facts

Instant Recall: 84% of respondents remembered the advertisers of the promotional products they'd received.

Impressionable: 42% of respondents had a more favorable impression of an advertiser after receiving the item.

More likely to do business: 24% said they are more likely to do business with an advertiser on the items they receive.



It creates business: 62% have done business with the advertiser on a promotional product after receiving the item.

User-friendly: 81% of promotional products were kept because they are considered useful.

Staying Power: 75% of the respondents have had their promotional products for over six months.

Consider adding advertising specialties to your marketing mix. To find the right company, Google “advertising specialties” and you will see a world of possibilities.



If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: marketing@nvpfence.com.

www.nvpfence.com
435-623-2750

