**Power Up Your Brand with Promotional Products**

My name is Heidi and we will talk about your brand and your bigger picture of how you can grow your brand by using promotional products, apparel and retail packaging. I have been with the looks or about five years now . I am a product working manager here. I was in product marketing for about 10 years prior to joining Deluxe at various food companies including General Mills. I have a bachelors of science in child psychology which surprisingly enough serves me very well every day, even if I'm not using it directly. It does come in handy. The best part about my job is I get to shop. I get to find cool new products and suggest the products and ideas that are great for business owners like you. We are going to talk today about what is promotional products. Kind of the what they are, the why to use them and how to use them. Promotional products or anything you can wear, use, touch or eat that displays a company's name or logo. These are products that stick around and are used over and over again. If you look at your desk or workspace where you are sitting right now you probably can find at least one promotional product. Branded merchandise like hats and water bottles allow customers to interact with your brand on a physical level which creates a more memorable brand experience. As you can see from the example shown here, John Deere doesn't make hats and the Coca-Cola company doesn't make duffel bags but these companies recognize the importance of brand recognition and they are branching out into other areas. So if worldwide brands like these are using promotional products to grow their brand recognition than you can to. Why do companies large and small use promotional products? Number one, they are affect. Promotional products are more effective in television, online, print and mobile marketing across all age groups. People who received promotional products are more likely to do business with that company than those who simply view or listen to an advertisement.

Number two, they are cost effect to. When we talk about brand impressions we are talking about the number of times an ad is viewed or seen . For example, when you are watching TV every time you see a commercial for the new Toy story 4 movie that counts as a single brand impression. For promotional products such as a pen, impressions are counted as the number of times the pen is used and therefore your brand is seen during the life of that pen. On average pens generate 3000 impressions throughout their lifetime, over eight different owners. Because pens have a lower cost than other products, they have a lower CPI or cost per impression . This makes him a smart way to spend your valuable marketing dollars. Also these products have staying power. People keep them around in the use them like we said , every day. 91% of people surveyed said they had at least one promotional product in their kitchen, 74% had at least one in their work area and 55% had at least one promotional product in their bedroom closet. You can see 81% of people keep them for more than a year and even 11+ years. So how can you use promotional products in your business? We will take a look at three real-life business owners. The first is more sense. Karen, Katy and Lisa are the owners of Morrison's Irish Pub in Alton, Illinois. They have a very passionate love of whiskey and their Irish heritage. We really focused on ways they could reinforce their brand while customers -- while the diners are in the restaurant looking at glasses, mugs and cops as ways to enhance that experience and then as the customers are using their social media, they are sharing that experience and your brand with the other people in their social circles and beyond that as well. We also look at Keystone Boxing in Bristol, Pennsylvania. José is the owner and he is passionate about boxing but more than that he is passionate about teaching others. He offers classes and memberships to both children and adult but he has no branded merchandise. Another example of ways to use promotional products is to thank your customers. And entice new members and to reward your long-time members. When you give a customer a gift they feel appreciated and this grows brand loyalty which leads to more sales and referrals. Keystone used water bottles as thank you gifts for new members. The design of the bottle made it for the users to squeeze --

and products can lead to an increase in overall sales. Ideas like this can work for any business to help build loyalty. Hair salons, coffee shops, car repair shops -- anytime you want to think your customer further purchase or their 100th visit.

The third business we look that was Shampooches Dog Grooming also in Bristol, Pennsylvania. This puppy is getting a treat and is also wearing a fancy new dog collar. Shampooches Dog Grooming had retail space where they were selling dog food and grooming supplies that they didn't have any branded merchandise. Branded merchandise can also provide an additional revenue stream with a minimal investment. Customers are excited to show off a brand and it's a great way to add to your bottom line profit. Here are tips for choosing the right branded merchandise for your particular business. The best products are practical and also relevant to your business. For example, a car repair shop or car dealer might offer flashlights or keychains . The forest my giveaway coffee mugs that are shaped like our pot. You also want think about how you want to distribute the product. Branded lip balm's Ari Gary giveaway for salons or boutiques or givebacks it can be mailed directly as holiday thank you guess. You want to be sure you have the correct logo for each different type of application. The logo on your sign, for example, outside of your store may not translate directly onto a pen. You may need to simplify the version of that local or a horizontal version and sometimes a one color logo rather than multicolor can be the most caught cost-effective option. Just remember your customers are already using and buying these products every day. They are writing with pens, using tote bags, using umbrellas when it rains. Should maybe doing those things while helping you grow your brand? Now my colleague, Jen Houle , will talk about promotional apparel.

Good afternoon. My name is Jen Houle and I am a project manager and I've been at Deluxe 23 years namely in product marketing and I have a BS in business administration from Saint Catherine's. When I'm not working I enjoy running and mountain biking with my two teenage boys. Why branded apparel? Branded apparel ignites and draws attention to your brand, especially if you are wearing something fun and trendy. People will even ask where did you get that? It creates unity for teams like Little League's or soccer league. If you look around they are all wearing a branded Or tea. It makes them feel like they are together as one team. Same for employees. [ No audio ]

It provides awareness for events and causes, you see it all the time at 5K races or walks. Even family reunions and company picnics, you will see folks wearing their T-shirts. It gives your brand a professional look . Think about service companies or landscape companies. When they show up at your door wearing a branded polo shirt and a cap, it makes a statement that says I'm a professional. Branded apparel has a low cost per impression as well.

Branded apparel has staying power, as you can see outerwear -- most folks will keep their outerwear for 16 months, T-shirts for 14 months, polo shirts for 18 months and cap and headwear for 10 months. This is definitely over a years worth of advertising for your brand. Top apparel categories, apparel is part of the promotional product industry as the largest category with almost 39%. Within that actual category, T-shirts are at 15% and polo shirt at just about 9% and headwear at 6%. Everybody loves T-shirts . 80% of's consumers on a promotional T-shirt. They are used for outfit your team and create awareness and they become a walking billboard for your brand. Some of the key benefits are versatile styles and brands like longsleeve, short-sleeved, three-quarter sleeves, raglan and retail brands are really becoming popular in the promotional product industry like under Armour, Nike, and Carhartt to name a few. Fit is extremely important. Teachers come in various sizes, contours and links. It's no longer a one-size-fits-all. Fabric is also coming along way. T-shirts offer a variety of different materials from tradition or cotton to moisture wicking with UV protection and now sustainable materials like bamboo. Polo shirt , 65% of consumers own a branded polo shirt and they are kept on average for 13 months. Polo shirts are used to uniform your employees and to thank loyal customers by giving them a branded polo shirt. They provide a professional look. They offer unique styles like collarless polos, striping or patterns infused within the material. Polo shirts offer a variety of fabrics much like he's from cotton to Molly yesterday also offer additional performance fabrics with snag resistant and odor fighting tears. 69% of consumers own a promotional

caps/headware and one third of men where there branded caps weekly. They are cost effective and used as billboard second share your message about anything from brands to personal identity and also more for fashion or to show off your favorite sports team or brand. Some of the key benefits are the fit or structure of a. You can have curved or flat bills , flex fit and they come structured or unstructured.

They offer a variety of materials such as cotton, twill, canvas, leather, polyester and even cork. One of the most important benefits of headwear is the protection it provides from the weather. So who's buying branded apparel? As you can see education is number one at 13% and we have healthcare at about 9% and financial/insurance at 7% and it goes down from there. One thing to note, in education what's currently being promoted by colleges as their brand by mailing welcoming packages to the new college students and that will include branded promotional products and apparel. The K-12 schools have set up stores soap students and parents can purchase upcoming apparel for pep rallies. Some of the 2019 apparel trends that we are seeing are fine lines or tightknit stripes. This is especially popular in the Gulf apparel. There is colorful tease, some of those colors are orange and pink and blues. Living coral was chosen as the color of the year. It evokes playfulness, joy and buoyancy while the warm undertones [ Indiscernible ]. Texture is huge as well. Puffer jackets and vest . Waffle weave in denim, texture gives apparel more dimension and visually appealing. Layering pieces are very popular this year with quarter or half zip fleece pullover's . Layering gives a polished professional look. And I believe that is apparel. Up next would be Carrie Kwapik-Nasvick to talk about retail packaging.

Thanks. My name is Carrie and I have an MBA MBA in marketing and I've been with Lux for 7.5 years. This entire time I have been on the retail packaging side of the business. To discuss retail packaging, what is retail packaging? I think it's important to note right away that the name can be deceiving if not just retail. Think of all the times you get a bag or box from take out , places where your eating, the dentist when you get a new to breath, delivery bag -- you are getting retail packaging more than you think and it's important to think about the branding on that packaging. To talk I level on the benefits and impacts of branded retail packaging, similar to what Jen said about the teacher, the bag is also your walking billboard. When a customer leaves the store, in this visual you can have the traditional plastic thank you bag or you can have a bag with your name on it. The traditional thank you bag -- I don't know about you guys but you tend to keep them under the sink or throw them away or use them as a bedliner but if you have a nice branded bag , the chances of you reusing it are pretty high. Sometimes you even see nicer retail bags being used as lunch bags in the corporate refrigerator. Your product has to go into a bag most times walking out of a store or out of the establishment. Why not make that work harder for you and give it some legs and have their name be shown around town. So 90% of customers reuse the product after purchase if it is a nicer bag . Businesses have recorded a 30% increase in customer interest when they show a strong interest into their packaging. As we will discuss later, it's also very important to think of this from an e-commerce, not just a brick-and-mortar packaging perspective as well. We like to talk about the ripple effect. This is another chance for brands to be marketed long after the consumer chooses to do so. You will generally put extra things in the bag and use it as a transport long after the purchase is made. The way we brand our packaging is different than how apparel or pens and what you traditionally think of brands -- I thought it would be good to show a video of how we brand our retail packaging. It is called hot stamping and it's done here in the United States down in our [ Indiscernible ] plant and this is a video of how we are able to personalize your packaging.

We have bags that are pretty much at any price point. You go from a low-end I that was relatively inexpensive and use an ink stamp on it versus a hot stamp on it or a foil stamp. Many folks want to separate themselves or their product from other people

and hot stamping allows that. It gives a much more sophisticated look. Those are the type of bags when a person purchases from your shop they will take that back home and keep it. Hot stamping is basically putting a customers logo on a selected product. It's all done by hand and each bag is stamped individually either with an insert or with [ Indiscernible ].

If you have a mechanized approach you can run it through much faster but you can't ensure the quality. We have a lot of eyes on the product that we send out so you're going to get a really nice polity product and then when you put that out in front of your customers they are going to equate that quality with your business. It really stands out in a crowd so it does give you a great sense of satisfaction to see your work actually out in the retails base.

It's gorgeous. It's wonderful. It really is. This is what the store is all about for the last 25 years.

My packaging for gifts and merchandise was brown, lightweight craft bags. That back conveyed the fact that what we advertise is fair prices with quality merchandise. And it was the most valuable for me to buy that bag. When they get home with a brown paper bag they will throw it away and I believe they will hang onto these. It's going to be a better identification and my out-of-town guests are going to remember the store better, I think. This is going to be something I will reinvest in. It's going to give me identity. I'm very proud of it. >> All right. As you can see there's a lot of great work that goes into making these bags and personalizing bags. We can do bags, boxes -- a whole gamut of product but I what think is key is you see how proud the customer is to see their logo on that bag and they are so impressed and they are even more proud to put that product in that bag and have that bag and/or box walk out the door and really represent their brand well. So to discuss what is hot in retail packaging, food and restaurants are very big right now. Delivery services as many of you know are growing. I know very few people who don't get at least one take-out box a week when they go out to eat. So food and restaurants, the packaging is just as important if not more so than when you are going to a retail store. Retail is obviously still hot in retail packaging but it's important to discuss e-commerce. We will go into more detail on all of these but e-commerce is becoming just as big if not bigger than brick-and-mortar and packaging needs to follow that trend as well. To discuss food packaging, similar to what Heidi was talking about before, we have a case study about a business called Lovett's. It's a local restaurant that does both take-out and in-house food service . When we first met with them they were doing the standard red and white checkered food tissue as well as the standard thank you bags. They didn't quite understand like many businesses how important that branded packaging is and how it can work so well for you. As you can see they are going to use the packaging anyway whether it is branded or not so why not make it work harder for you and get your name on their. The other thing is I don't know if you guys have noticed that every time we are at a restaurant you see someone take a picture of their food. The amount of people taking pictures and posting their food is unbelievable. As you can see 69% of millennial's take photos of their food before eating it. As we all know millennial's is the growing generation and where we need to be marketing two and 500 million people are using Instagram daily. All of these food pictures are popping up on Instagram and they are doing the marketing for you so why not ensure your food packaging has your name and logo on it in case the customer doesn't call out where they are? For example, you can see this is Lovett's Instagram pays and this is what they had before where the tissue was a plain white tissue and the next time they used their new branded tissue and it gave more to the food and you are able to see where this packaging is coming from. As well as the two bottom pictures there when a customer leaves the store with take-out or to go bags, have them carrying that walking billboard on it is a great idea instead of having a brain -- plain brown bag, make your packaging work, give it some legs and have it be seen around town. The next trend that is big is e-commerce. E-commerce packaging is what arrives at your door weekly if not daily but it is more than just the brown corrugated box. Customers today are buying more or if not equal online than brick-and-mortar and they expect the same experience they had in the store at the door. What that means from a packaging perspective is you don't want your traditional brown corrugated box with bubble filler peanuts but to really give them a whole experience. They want the same experience. 40% of customers regularly post interesting packaging or unboxing videos on social media. Unboxing is a new trend and it's amazing how many videos and people watch other people opening packages . It's similar to Christmas day. If the anticipation. You know what's going to be in the box but you don't know what surprise and the lights will be in the box. 72% of consumers are using unboxing videos as a way to find out more about a product . If you have that extra little tissue or ribbon or crinkle cut to give it that extra bomb they will post a video of look at the's awesome packaging and they will want to reorder again and again versus someone that is on packaging packaging peanuts . The post purchase experience for e-commerce is really -- for a lot of businesses it's the first touch with these customers. -- It's your opportunity to reinforce your brand and deliver expectation. Creating a unboxing experience that carries your brand is a great opportunity to retain loyal customers as well as creating new customers. Some more on branded E packaging . 66% of consumers believe the packaging of their shipment shows them how much the retailer cares about them and their order. So if a customer is just getting a plane [ Indiscernible ] it doesn't show we are excited to get our product in your hands. Branded packaging increases engagement by 75% to 100% and branded packaging gets 65% more positive reactions. There are all kinds of statistics that show customers are more likely to buy from you again if the fulfillment experiences exceptional. You want to make a lasting impression, packaging and presentation is a vital ingredient. In fact there is now Instagram site just to review the un-boxing experience. They don't sell products, they are taking -- they place orders with companies that they see or hear about and they are doing the marketing for you in putting these videos out there of this unboxing experience. Packaging and branding are two very important aspects that go into marketing. In a world that revolves around brand, it's important to determine how your business will stand out. Packaging helps build a concise brand personality and attracts new customers as well as maintain loyal customers. It's really important to make this packaging and experience whether the customer is going in the store are coming to their door. You want to be memorable. You want to make sure they are going to remember not only the product that the packaging it came in. Using your packaging as a branding and marketing tool is becoming increasingly important. Some key takeaways from this presentation, across all three

of our different product lines, keeping your brand consistent across products is going to be key. Promo apparel and retail packaging are going to help you grow recognition and brand loyalty. Products you choose reinforce who you are as a business. Make sure you are choosing products and branding products that really give across what your business brand and feel should be. Physical representations of your brand leave a lasting impression from pens, T-shirts to bags -- it is something people are going to hold onto and reuse again or give to other people and as a lasting impression, you want to make sure your brand has and it's a good impression. I think that is all we have, Alexa.

Okay. Sounds good. We will go ahead and move into the Q&A portion of this webinar where we will do our very best to address just as many questions as possible. We've been receiving a lot of really great questions. These continue to submit your questions as well and if for some reason we are unable to get your question on this live webinar, we would like to encourage you to either reach out to your SCORE mentor after the session for further assistance . As a reminder we will be providing the slide deck to all participants in a post event email that does include the contact information for Deluxe. You can reach out further for assistance there as well. With that, let's go ahead and move into these questions here. Our first question, it comes to us -- and let me get my screen refreshed here. First question, comes from [ name unknown ] who is asking what would you say is optimal

percentage that should be's Brent on product marketing? >> Is there an average or just a roundabout that folks can --

This is Heidi. I would say about 25% or a quarter of a third of your marketing budget.

Okay. Next question, this is from Ramona. Is a cost effective to use promotional products for a virtual services is this? Where you are the only employee to attract new customers?

Absolutely. If you are able to get your brand in front of those customers, maybe you can do a giveaway through the mail and maybe mail out a pen or magnet or headband -- something lightweight to mail out to let them know about your business. It definitely doesn't have to be for brick-and-mortar businesses or actual physical products. It can definitely be a service -- any type of service you are offering. It could be promoted with promotional products.'s to --

All right. The next question comes to us from how we who is asking if there are any branded packaging designs that you would recommend using to stand out?

Any branded packaging designs? Anything you can get your local one will stand out. You don't want to have the praying brown kraft bag or thank you bag but there is a -- you can go from plastic, to paper to boxes. Anything you can get your logo on will help you stand out. Adding additional products such as tissue or ribbon to make it more of a gifting product will make you stand out.

All right. Kathy would like to know if you have any suggestions for kinds of promotional materials that would be good for stress management services for organizations? >> We have exercise mats , even a coffee mug with maybe a, stay logo or stress-free logo statement on one side and the logo on the next . Those would be my top ones for something related to stress release. >> Okay. The next question comes from Lydia was asking if other than pens, cups, water bottles, squeeze balls -- what would you suggest that is new and original for advertising a business . Lydia is in career coaching.

Right now we are seeing a lot with anything involving cell phone accessories. The pop sockets that people use on the back of their phones. I don't know the statistics but the average person looks at their phone 100 times a day so we pop socket provides about an inch and a half round space on the back of the phone and there's also wireless chargers that provide even a larger branding space, more like four or five inches. Bluetooth speakers are really popular. I would say from the apparel side there's a lot of new rings with different blends of fabrics for apparel. It's not your basic traditional T-shirt. You can get fashionable styles, be next, good fits in active brands and soft touch cotton too.

One thing I would add about apparel is what we are seeing is socks custom socks are something new and unique. It's a different way to brand your business as well. >> The next question is from John who asks if you have suggestions on how to weave the environmental impact incher advertising? >> I can start from a packaging perspective. It is really big right now as everyone has seen plastic getting caught in animals. There's a very big push right now so there are a lot of bags that follow the bad bands and we have biodegradable bags and we have bags that will are 100% recyclable. There are ways

from a retail packaging perspective to choose products that will help you stand on your environmental trends or possible laws and regulations in the city and County's you live in.

From a promotional product side, water bottles encourage the use of reusing them versus plastic to those will rot -- reusable straws right now are popular. A lot of states and cities are blank -- banning plastic straws. You can get those that are metal or silicone branded with your logo and the customers can carry them with them. You can also sell or use them in a restaurant or bar or café and to Carrie's point, tote bags. Reusable tote bags that replace the need for using brown paper bags every time you go to the grocery store.

From an apparel perspective, there are apparels made with organic materials and I did mention a few. More sustainability with bamboo and cork. There is options there with apparel as well.

Next question is from Cheryl asking if you can suggest where is a good place to get started when working with a low-budget? And if you have any recommendations on companies to start with? >> I can start from a packaging perspective of. We offer -- Deluxe has a retail packaging brand called back some bows. We offer bags that you can have a low-budget or if you have a high budget there is a whole gamut of bags to fit each budget as well as boxes. I definitely think there is something that can be used for everyone. That's also something available through that brand.

Yes, we have the same type of options on the Deluxe.com website. You can look at things with lower minimums so that you are not -- maybe you don't want to order 200 pens. Maybe you want to order 50 and you can sort by price point to take a look at what you are actually looking for for your budget at your event and the last thing you would want to -- is to order too many and have things left over but you really want to make sure you are getting the best value for your money and the best representation of your brand for the money you are's pending.

The next question comes to us from Kim. Speaking about promotional items it was mentioned not to use things that would potentially compromise brand image. What types of promotional items could have a negative effect on your image? >>

I apologize, I don't know if that was -- this is Heidi. I don't know if that was in my portion of the presentation or not. Maybe we can get somewhere clarification on that.

Sure. Kim, if you could . >> With the hot stamping company that was shown in the video --

That is Deluxe is company back some bows. It is stamped in the United States. That is the website and our facility is down in Georgia and we take all of our hat -- hot stamping orders there.

For e-commerce businesses, does one method of packaging do better than others? Or is it a combination of several that make the experience?

I think it's a combination of several. Obviously it depends on the product you are selling. If you are sending a T-shirt versus a coffee mug, a poly mailer would be more cost-effective versus a coffee mug that you will want to box with padding. I think the key thing is even if you have different elements that you are sending, make sure they all tell that same brand story. If I'm a customer that ordered a T-shirt you want and I got an awesome poly mailer with some fun stuff inside or a note, and then I go back in order that coffee mug, make sure that corrugated mailer is not just a corrugated mailer with packing peanuts and no branding. Ensure the branding is fluid across all the types you use. I think it makes sense to use different types from a cost-effective standpoint.

Next question is from Sharon. She's asking what are the top promotional products used by small businesses?

The typical top sellers are kind of the try and true items, pens, T-shirts , drink where and bags. I would say we are getting a lot -- little more into tech items but I think those are definitely the top sellers for small business owners as well as larger companies as well. >> Next question is from Linda. She would like to know if she should be building her brand with promotional products before she gets her business off the ground?

I think she could be using it as an introduction, definitely. As this is coming -- I think if you are trying to gauge interest for potential customers . I think it's a great way to gauge interest and get the community involved and friends and family involved even before your business has started. >> All right. Next question, do you think that an inferior product may do better than a higher-quality product because of the packaging? In other words, is packaging enough to make a difference of that effect and where that small initial start up funds be invested at first? >> Yeah, I definitely think the packaging plays a huge role in it. This is just an example. It's obviously a higher and product that you see the bigger brand spending a lot of money on their packaging and making sure the packaging is the greatest variance. They are going to be proud to carry that bag around and proud to use that bag as a gift bag or to give it to someone else or to reuse that bag but I definitely think it can make an inferior product have a step up. Instead of using a white thank you bag , I definitely think the packaging -- it can make the product appear not as inferior. The second part of the question,

where should a business start? Can you repeat the second part?

The second part, where should a small business start?

I think it makes sense to understand

what type of packaging are you going to use, is it going to be brick-and-mortar? Do you have the type of product that people are buying for gifts or are you having products that the packaging is strictly for transportation? Either way it's important to have that packaging branded. Also the price point of your product can also determine your packaging. Is it a bag? Box? Are you doing any e-commerce? Sizing is obviously too. There are different products that can come in assortments so you can get a couple different sizes to play around with and figure out what's best for you. I guess it's understanding what it's going to be used for. If it strictly transportation or gifting because I think you can play around with the add-ons and the extra experience a little bit differently.'s to

Next question is from Charles. Can thank you notes service promotional products?

I can jump in from a packaging perspective and e-commerce perspective. I think when you -- even walking out of a brick-and-mortar and they slip a little thank you note in or you get a thanks for shopping with us today, 10% up for you on your next purchase. Or a punch out card that is a loyalty program. I definitely think that thank you cards can be used as branded promotional products.

I would agree it's really about anything that causes that customer does that person to have a positive experience with your brand. They will see the thank you note, they smile, they feel appreciated and they see your brand and they put those together.

Anything to get your name out there is much as you can is always a great idea.

The next question comes from William asking how do you gauge success, how can you tell the effort is making an impact? >> I would say as you see your business grow and you are getting more and more referrals, that definitely gauge to say I'm using promotional products to sell does not sell my brand but to create that brand awareness. Maybe even start seeing that stuff if you go to your child's sporting event or you see it all the time -- you see people using bags or wearing apparel or caps. I think the biggest gauge on success is people talking about your brand and your business continues to grow and you keep getting more business. I would say that is definitely a success point from using some of those products.

Next question is from Sam asking if you should separate the promotional items for employees and vendors or is the same acceptable?

I think it depends on the business but it's certainly acceptable to give the same type of products. Depending on your budget

and minimum quantities, it's acceptable to do the same. You may want something different for employees if you are celebrating an anniversary, thank you for being here 10 years and it's more of an award type promotional product. It's definitely acceptable to use the same. It all depends on your budget and what kind of customers you have in the employees you have. >> Next question from Gina. Is there a guide on how merchandise quality impacts impressions? >> I have never seen one and I would love to see one so my first answer is no, I don't think there is anything like that. Anything official -- I would say definitely the higher-quality something is the longer quality -- quantity it will be kept in use. There are things that are definitely going to be disposable. A lip palm or hand sanitizer will eventually be thrown away but the better quality it is the longer somebody will want to keep it and use it and hopefully tell their friends about it too. I would say go with quality over quantity just as a rough guide.

>> We've had several folks from travel agencies submit a question asked King what would you suggest as branding or promotional items? Lynn has used pens and lanyards. You have any other suggestions for this industry?

For the travel industry?

Yes. >> Definitely apparel would fit right in their. The branded socks -- polos or T-shirt . You can take apparel to any level of any type of company and brand it and put a message on it for that specific vertical.

For travel agencies too we've done things like luggage tags that are shaped like an airplane or luggage tags that have a beach scene -- beach towels are a great one even if someone isn't necessarily going to a tropical location, maybe they are going to Colorado and staying at a lake and things like that. I think anything that is a little bit different or unique, sunscreen and lip balm sets would be right for that. Sand pails for kids or for the vacation type of thing or sunglasses are great for travel agencies . As Jen mentioned if you are looking at winter vacations you can always do hat and outerwear, mittens and things like that as well. >> Next question is from Shelley who says her brick-and-mortar retail business is in a building with other businesses and one point-of-sale.

Do you have any suggestions on how she can get her local onto items without encroaching on the other businesses?

My first thought is a small giveaway at the register, like Mintz or a lip balm or a pen with her logo so it is small and usable and a quick take away . >> Okay. Next question from Paul, what is the best way -- do you have any suggestions on the best way to select a brand name that can help represent the product?

I guess -- is that referring to using a retail brand? In addition to a cross branding

-- I'm not sure I understand the question.

Paul, if you could resubmit and elaborate a little bit further? And then we can circle back around on that. We've got Bob asking if you can -- let's see. Sorry. What about tools to use for branding and marketing for a floral design business?

Aprons would be great for that. Aprons for the employees to wear while they are working with cost. We have -- I've seen coffee mugs that are shaped like little terra-cotta pots. You can buy seed packets that have your brand on them. Packaging for something like that for a florist as well.

Definitely, floral packaging would be a great idea.

And Amanda is asking what would be some good promotional products for an industrial industry? They specialize in cutting tape.

>> I would say maybe from apparel those more and the safety side you could -- there's aprons, gloves and shirts that are more tough -- I want to say resistant but made for workwear so the quality of the material is a little bit tougher so you don't cut through your shirt or pants and that type of thing. From apparel definitely I would say aprons and gloves and even some of the button-down shirt.

Okay. Next question is from Susan asking -- she says we are a custom picture framing business . We usually gives pens and measuring tapes. Any other ideas? >> I'm drawing a blank. I apologize.

Okay. Are there any products -- next question from Steve. Are there any products or promotional items to steer clear of?

>> I don't think I've ever seen a bad promotional product. If you think about it , really anything you think of that you could put a logo on could become a promotional product . Obviously you want to think about safety if you are giving something out to children, you want to make sure that it is safe for kids . That would probably be the only thing that comes to my mind.

Okay. Next question from Barbara. She's asking if you would recommend offering branding or labeling for school supplies like rulers or crayons in the K-12 education sector?

Absolutely. I think that would be a great place to even sell products like that at a school store or maybe for a fundraiser or a PTA type environment . We see -- we do a lot of business with educational market, schools -- rulers, pencils, pencil kit , notebooks and journals, backpacks , pom-poms and penance . Anything related to school spirit , bumper stickers . I think it's a great opportunity. We have time for one last question from Abraham asking what promotional products -- would apply to an online professional service is targeting clients abroad ? Any suggestions there?

I think journals or

padfolios or a higher end pen that they will keep and one that has a refill. Something like that would be great.

All right. Those are all the questions we have time for today. If we did not have a chance to address your question during this live webinar, I would like to encourage you to reach out to your SCORE mentor after today's session who can assist you further with your business needs and help you apply the strategies that were presented today. As a reminder we will be sending out the slide deck for today's presentation that does contain Deluxe's contact information and you can reach out

for further assistance. On behalf of SCORE and Deluxe Corporation, I would like to thank you all for attending today's webinar and I would like to give a very big thank you to Heidi, Jennifer and Carrie for presenting with us today as well. Thank you all so very much.

Thank you.

We hope that you can sign up and join us for the next SCORE live webinar, taking place next Thursday, June 27. Facebook is Falling: Crucial Marketing Strategies You Must Activate Now . This webinar will cover the keys to an effective Facebook marketing strategy for today and the future. Thanks again, everyone, we look forward to seeing you next time and take care. [ Event Concluded ]