

## Practical and Affordable Promotional Products That Stand the Test of Time

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Don't make the mistake of cutting your marketing budget during hard times like most businesses do. Many companies take drastic measures to cut back costs, including completely eliminating promotional products. While getting more bang for your marketing buck is a priority in a recession economy, it is important to advertise now more than ever. You will easily stand out from the competition when the time comes to spend one's hard-earned money. In today's economy, effectiveness and affordability seem to be key factors in how companies decide on promotional products.

There are a few key points to think about when you choose promotional products that best represent your company. Promotional items often get lost in the shuffle. How often do you receive an impractical gift that remains in a stack of things on your desk? Try to find an item that will be used on a daily basis. Trendy items tend to make less of an impact over an item that people need regularly.

***Pick a product that stands the test of time.*** Some of the most tried and true applications will also be the ones that will gain the most visibility. Without discounting the new and inventive ideas out there to promote your business, some of the items that work best in gaining name recognition have been used for a long time. Calendars, key tags, writing instruments and tote bags are some of the most common ways to promote your name. Make sure any of your promotional products that represent your company include your company logo, website, and phone number.

**Custom calendars** will bring your company more than just a momentary glance-it will be there for the whole year. There are numerous options, ranging from the desktop calendars and Wall Calendars to magnetic or computer keyboard calendars. They can also provide a large space to promote your business message, with some types of calendar allowing you to highlight special events or promotions that your company will have throughout the year.

**Promotional key tags** are one of the most inexpensive ways to promote your business and will stand the test of time. Pick something that catches the eye and makes your customer's key chain easily identifiable. You will find that this will give your company years of continuous advertising as it remains on their key chains.

**Writing instruments** are another common and effective way to gain name recognition for your business. You can choose from inexpensive ballpoints to a nice, gliding roller-ball pen. A pen that is used on a daily basis will reinforce your name to the customer with every use. A good quality writing instrument is highly valued and used often.

**Tote bags** are promotional products that will act like a portable billboard for your company. This is a gift that can range from extravagant to simple, and is easily noticed in passing. They can be profession-specific, like a briefcase or book bag. It is an affordable option that shows a little extra attention to your customer.

These are just a few of the items that will Get You Noticed during tough times. While many of your competitors will tighten or cut their marketing budgets, you can simply streamline. Show customers that your business is here through the good and bad, and you will gain a reputation for reliability.

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