

ANYPROMO.COM

Winter & Spring

2021



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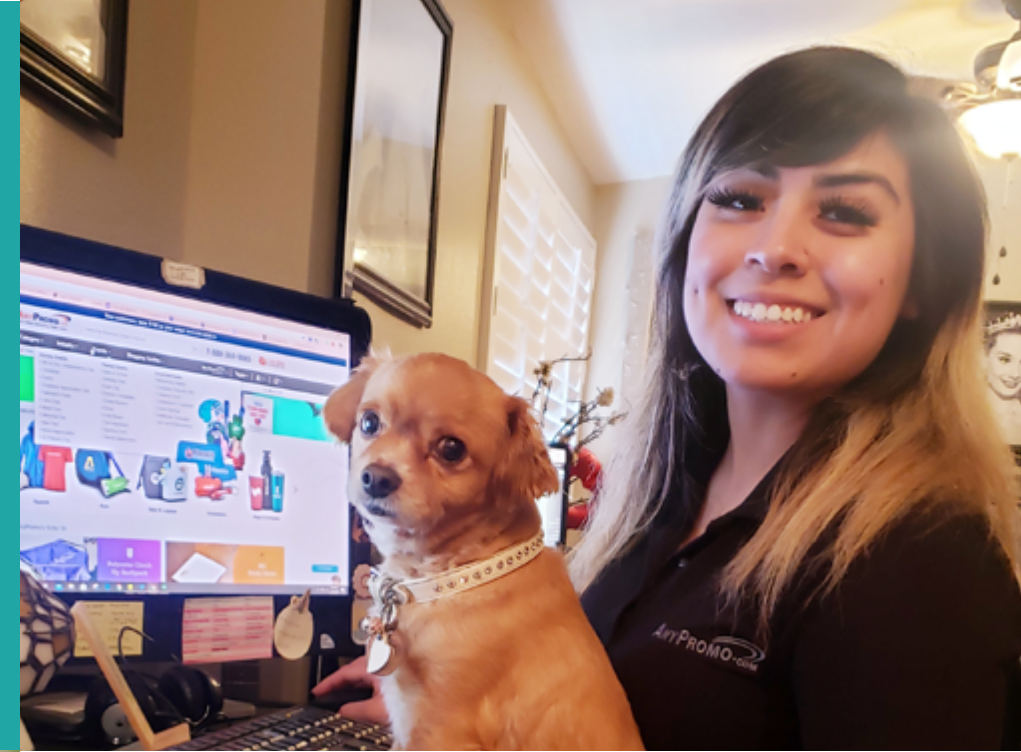
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“2020 has been a stressful year for all of use, but it has been nice to have the opportunity to work remote! I’ve gotten to spend more time with my puppy and I am grateful for all the opportunities to continue to work! Remote work is a wonderful option for those businesses who can do it!”



“The year 2020 was definitely a wild one, but I still love my promo products! Drinkware was one of my most favorite products of 2020 and I used it almost everyday! If you are looking for some amazing giveaways look no further than promotional drinkware!”





YOUR Q1 CALENDAR

Here's a few important days, weeks, and months to keep track of. Whether you're giving something away or selling promotional products, don't forget to plan ahead!

January

National Blood Donor Month

- 1.** New Year's Day
- 3.** National Drinking Straw Day
- 9.** National Law Enforcement appreciation Day
- 21.** Martin Luther King's Birthday
- 26.** National Spouses Day

February

Black History Month

- 2.** Groundhog Day
- 7.** Super Bowl Sunday
- 12.** Chinese New Year
- 14.** Valentine's Day
- 15.** Presidents Day

March

National Women's History Month

- 6.** National Dentist's Day
- 8.** International Women's Day
- 14.** Pi Day
- 17.** St. Patrick's Day
- 20.** First Day of Spring

Promotional Products for Q1

The start of a new year means the start of a new quarter. Are you ready for your next marketing campaign?

Did You Know?

Thirty-seven million people watch the Rose Parade in Pasadena on TV...

- SOURCE: INSIDER



Don't know what promotional items may be popular this quarter? Here are a few items we suggest!



Item# 672422

Hut Hut...

With the end of the NFL season coming means it's time for one of the biggest parties of the year, Super Bowl! Get ready for your Super Bowl LV marketing with these **Small Football Stress Reliever**. Fans and friends alike will enjoy this fun and unique promo.



Item# 707683

...Hike

Keep the drinks flowing with the **Football Bottle Opener**. Bottle openers are not just for the football fans these are year round item that people will always use. Make your Super Bowl marketing campaigns a success by Customizing them with your watch party name, or a phrase to cheer on your favorite team!

Love is in the air.

Show your customers some love on Valentine's Day with these **Sugar Rush Kit**. Treats and gifts are a big hit on this holiday and you can be ahead of the game with these classic Valentine treats.

Did you know?

Around 63% of Valentine's Day gifts consist of sweets, making it the most popular gift choice for that day, followed by flowers and restaurant visits.

- SOURCE: STATISTA



Item# 781137



Gifts for everyone!

Keep the gifts rolling in Q1 with more kits and gift sets! Get a gift for those special customers in the new year like the **Self Care Kit**. Filled with fun and stress relieving products that make great gifts! Custom kits are a great way to stand out above the rest



Item# 780983



Spring Break!!!

Get ready for the spring breakers with custom **NEON SUNGLASSES**. If you are planning a spring break marketing campaign these sunglasses will be a hit. Get your brand noticed with the stylish colors and endless design options. Sunglasses aren't just great for spring break, but can be used all year long!



Item# 692637

Did You Know?

The estimated total amount spent on beer for Saint Patrick's Day celebrations is \$245 million.
- SOURCE: MENTAL FLOSS



Item# 779912

It's your lucky day!

Celebrate Saint Patrick's Day right with a custom **16 oz Tankard Glass Beer Mug**. When the Guinness starts to flow have you lucky beer stein in hand. A custom stein is a great party favor that is useful and something that everyone will use. Be ready at your next Saint Patty's Day party with these custom beer steins.



Item# 690945

Spring into the season...

With spring weather right around the corner, get ready to spend some time outside! The **SPF 15 CHAP LIP BALM** is always a popular item this quarter! With many flavor options available, you can select the tasties flavor to give to your customers! The SPF protection is always a plus!

...and make some fun memories!

Drinking weather is also among us! Get the **CUSTOM KANTASTIC COOLIE** out to help keep those drinks cool. Let your customers or guests be a walking advertisement for you this year. Make this a popular item for your next marketing campaign!



Item# 653750

Did You Know?

8 IN 10 PEOPLE LIKE RECEIVING PROMOTIONAL PRODUCTS.
- SOURCE: PPAI



How To Focus After The Holidays While Working Remote

The holiday season is over and it's time to get back to work. All the presents have been opened and the family has gone home and it's time to get back to work. All the excitement starting with Thanksgiving and ending with the New Year has passed and most of us struggle getting back into gear. The holiday slump can really throw a wrench in focus and productivity so we have created a list of ways to kick that holiday slump.

- **Clear your schedule** - After the breaks and vacation the first day back can be a nightmare. You may be stepping back into piles of work, hundreds of emails, and long virtual meetings. The best way to get back in the groove would be to clear your calendar and spend a solid day catching up and organizing. If you are able, try to not make meetings and avoid distractions at home. Spend as much catching up on backed up orders and clearing those emails.

- **Start the year with aggressive goals-** You may feel like you are in a rut when you get back to work. You are tired, unmotivated, and lazy. Well, it's time to step it up and start strong. Get out of the gate running and be aggressive with your goals. If you set goals that are challenging and tight deadlines there will be no time for slacking. This can help you stay motivated and most people naturally work better under pressure.
- **Become a taskmaster-** The overwhelming pile of work can drive anyone into fear and stress. It is very intimidating to come back to work to a massive overload. That is why you need to become a taskmaster. Start off with a strategy and get organized. Take a huge project and breaking it down into smaller, more attainable tasks can really help chip away at the back up. Creating checklists, setting small goals, and timely deadlines can help turn that mountain of work into a pile of dust. When you start to check things off you will start to feel more accomplished and it will motivate you to keep going. Next thing you know you'll be all caught up and back into the grind.





- **Communicate with your team-** This is especially hard while working remote but, you can do your best at getting back into the right headspace, but you can't control your team. Communication is very important in setting what you expect from everyone else. Like every relationship, the quickest way to have an issue is a lack of communication. Each member of your team will probably be motivated differently; it's up to you to get the team motivated and focused. Make sure to always give your team feedback, you want them to feel appreciated during the tough times.
- **Have fun-** Just because the holidays are over doesn't mean the fun doesn't need to end. Going from relaxation mode to work mode can be a drastic turn. You don't need to kill yourself with work because if you do you will start to hate your job. Remember that you can still have a good time and take breaks to relax. It's a marathon not a race, be sure to pace yourself and do not over work. Stress can actually make your work worse so be sure to breathe and still enjoy your life.

How To Have An Amazing Onboarding Process For Remote Workers

Remote work skyrocketed during the COVID-19 pandemic and it seems that remote work is here to stay. While this is very exciting it can be very stressful for those businesses who are looking to hire new employees but have never done so in the remote world. We created this helpful guide to help you get the remote onboarding process done right!

Provide a detailed manual - This may seem pretty obvious, but you will be surprised how unprepared some people can be. When you know you are bringing a new person into the team make sure you have digital or download form for the new hire. Previously you could just hand out these documents out in the office, but with remote work you will want an easier way to get this information to your new hire. This document should include helpful information like a detailed job description, an outline of goals, strategies for the new year, a calendar of important dates and holidays, and any other info you would like your new hire to know.



- **Have great swag** - We're not talking about some pens and stickies, we're talking about top tier swag! Up your game and try something that you know will add value to their environment. Some good examples of this are copper lined tumblers (the best, honestly) or some really unique mugs. Some other great ideas are lunch pails or a nice cotton tote. You can throw some pens and great desk items in there as well, but make sure to have an essential item! Something they can use time and time again, and won't feel the need to get rid of. Be sure to also provide any materials they may need while working from home, they won't be able to get office supplies as easy when working remotely.
- **Prioritize socialization** - Even though your new employee is working remote, they are still a part of the team. You need to make sure they feel welcomed. When bringing someone new to the team it is important to host a virtual meeting introducing them to as many co-workers as possible to ensure the new hire knows who to turn to for specific needs. You'll also want to build rapport with their new college by offering virtual social events like luncheons and happy hours for everyone to hangout virtually!
- **Create a training program** - The biggest fear of a new employee is going to be unprepared to do their job. That is why it is so important to implement a solid training program for new hires. This is going to be a team effort, so make sure the entire staff and management is all working together to train new hires to the best of their ability.

It is important to know that people learn at a different pace than others so be sure to be patient with new team members, but also don't let them fall too far behind. Having a solid training program in place is a great way to ensure your new employees are prepared and understand what is expected of them.

- **Help with work-from-home expectations** - For many people this may be their first time working from home, so you need to be clear on what you expect from them. Provide employees with defined expectations on everything from work hours, efficiency, organizations, and all other aspects of remote work. Be sure they have all the tool and programs they will need to effectively work from home.

So while a portion of orientation is always going to be boring stuffy, try to break up the monotony by trying one of these great tips. Think about how you would like to spend your orientation day, and go from there! Make a great first impression with your new employees, and reassure them they made the right decision.



Tips to up Morale and Show Employee Appreciation

Employees are working hard for you during these challenging times. Whether it's on the front lines or from the home office, they're taking on more, and getting creative to keep your business moving. Going the extra mile though is starting to take its toll. According to the Society for Human Resource Management, since the current health crisis hit the U.S., 41% of U.S. employees feel burnt out from work. It's important to show employees appreciation and recognition all the time, but now it's even more important than ever to boost morale and retain employees. With a little creativity in presentation, promotional products can be a great tool to connect and have employees know you see them going above and beyond. Here are some tips for a stellar program.

- **Inject Some Humor-** There's a lot of negativity in the headlines and employees are about to scream if they hear "these unprecedented times" from advertising campaigns one more time. We could all use a little laughter, so inject some humor into your gift. Even if your company culture leans towards conservative, it's ok to let your hair down and show some personality – particularly when welcoming employees back to the workplace. A welcome back to work pack with a mask, lip balm, candy, gloves, and hand sanitizer becomes the talk of the socially-distanced water cooler with a personalized insert full of puns like "you're the balm," on lip balm, a face mask with "let's face it you're awesome," disposable gloves with "hands down you're the best employee around," etc. If there's a way to work inside company terms or HR slogans into the puns even better!

- **Little Surprises Create Big Feels-** Appreciation and recognition don't necessarily mean a grand statement. Sometimes it's the little things that can brighten employees' day. Leave a little something on their desks for their return to work, or a day that has significance to your business. Consider your employees' typical day and select something that's helpful in the current climate like a breathable double-knit face masks or an antimicrobial pen.

- **The Virtual Needs Snail Mail-** While you might not be interacting face to face, don't forget to show remote employees they're part of a connected team. Getting something in the mail is always fun, so a work from home kit with a personalized mug, granola bar, and coffee packet is a welcome sight. Consider adding a fun saying like "I work in my Pajamas," "I Skype to Work" or "The Commute from my Bed was Brutal." Up the appreciation and presentation factor with an acetate box.

Retaining key employees during this rocky business terrain is important to success. That's why a fun and playful employee recognition program full of goodies is critical at the moment. Those smiles can lead to years of dedicated service in the future.






**Can you
spot all 5
promotional
products?**



SHARE YOUR STORY WITH US ON OUR SOCIAL MEDIA!



 **sunshine_studio_arts** Just imagine the masterpieces that await our new Sunshine Studio water cups and pencils! 🌞❤️🌈 #mypromostory @anypromo



SCLoLogic
October 29 · 🌐

#SCLoLogic received a top-secret delivery last week from our friends at AnyPromo! Here is a sneak peek of the swag that was inside! #Oakley #MyPromoStory #2021Giveaways



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