

FALL/WINTER
-2018-

ANYPROMO•COM
Let's Make Marketing Make Cents

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SHARE YOUR STORY

“My favorite item from AnyPromo is the **32oz Bellagio Copper Vacuum Insulated Flask**. This flask is a customer-voted “Top 100” item and I can see why it’s such a popular item! The double-wall, vacuum insulated bottle is durable and capable of keeping your water cold for 48 hours. With its convenient top handle, it’s great to use at theme parks, hikes, beach trips, and many other adventures.”

Taylor Cano
Resolutions Specialist



“I love my **Basecamp Tundra 20 oz Bottle**! It holds the perfect amount of liquid for me, plus it’s slim enough to fit in my hand comfortably. It also has a looped top, so when I’m on the go, I can hook it onto my backpack with a carabiner. I can put both hot and cold liquids in it, and know it will stay that temperature for a while. It also has a really cool laser engraved logo over a powder coat, so I always get compliments on it. I would recommend this bottle to everyone!”

Julia Silva
Internet Marketing Specialist



YOUR Q4 CALENDAR

Here are 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! End Q4 with a bang!

OCTOBER



Breast Cancer Awareness Month

1-5 Customer Service Week

16 National Boss's Day

18 Get to Know Your Customers Day

31 Halloween

NOVEMBER



Movember

7 Stress Awareness Day

11 Veterans Day

13 World Kindness Day

22 Thanksgiving Day

23 Black Friday

24 Small Business Saturday

26 Cyber Monday

27 National Day of Giving

DECEMBER



AIDS Awareness Month

14 Free Shipping Day

21 First Day of Winter

25 Christmas Day

31 New Year's Eve

PROMOTIONAL PRODUCTS FOR Q4

Q4 is the best time to check your budget for any money left over. Also, you should start looking into getting the seasonal products for your events!

DID YOU KNOW?

179 million Americans celebrated Halloween in 2017.
The average spending per buyer last year was \$86.13.

SOURCE: THE BALANCE

***DON'T KNOW WHAT PROMOTIONAL ITEMS MAY BE POPULAR THIS QUARTER?
HERE ARE A FEW ITEMS WE SUGGEST!***

SPREAD AWARENESS!

With Pink October here, how is your company helping make a difference? Give away a **COMPACT MIRROR** with your logo on it and a pink ribbon! Remind others what Pink Awareness is all October long! This compact mirror is a huge hit in our Pink Awareness section!



Item #654520



Item# 605074

OCTOBER IS ALSO KNOWN FOR A SCARY HOLIDAY!

Having an event for Halloween? Take part in a holiday most kids and adults participate in! With the **ORANGE FROSTED PUMPKIN SHOPPER**, your business will be seen by many trick-or-treaters! This shopper bag includes educational safety tips for every trick-or-treater to stay safe on Halloween!



Item# 694415

GIVE THANKS FOR YOUR SUCCESS!

When you think of Thanksgiving, do you think of food or the actual thought of giving thanks? You can do both with this promotional item! Customize the **QUILTED COTTON CANVAS POT HOLDER** with a “thank you” message to your customers. It will definitely be used in the kitchen during Thanksgiving and after as well!

DID YOU KNOW?

Worldwide mobile sales reached \$35.8 billion+ during November to December.

SOURCE: SHOPIFY

...BUT YOU CAN'T FORGET BLACK FRIDAY AND CYBER MONDAY!

Black Friday and Cyber Monday are two huge holidays for retailers! As your customers are purchasing, are you giving them a gift for shopping with you? The **CLASSIC COLORED CUSTOM SWIVEL USB DRIVE** is a great item to hand to your customers on these busy days! If you want to share more information to your customers, you can give them this item with a .pdf or .jpg file containing more information about your business!



Item# 724548

ARE YOU RECOGNIZING YOUR EMPLOYEES?

Recognizing your employees is important for your employee retention rate. Remember that your employees are the backbone of your company and they're helping your company be a success! A great way to show your appreciation is with the **HOT-N-COLD TRAVEL TUMBLER AND MUG SET.** What's better than giving away an item you know your employees will love?



Item# 720961



Item# 749240

...GIVE THEM A GIFT FOR ALL THEIR HARD WORK

Or maybe you want to give them a gift set they'll enjoy using outside of work! A perfect example is the **GYM ESSENTIALS GIFT SET.** This item comes with our Spartan BPS Tritan Water Bottle 30oz, Boomerrang 18" Sport Duffel Bag, and the Color Dip Earbuds! With the new year around the corner, there comes a new year's resolution this set will be very useful for!

DID YOU KNOW?

37% of workers say their happiness impacts their performance at work.

SOURCE: ONE4ALL



Item# 648190

HAPPY HOLIDAYS!!!

Our most popular items during Q4 are ornaments! One of our most popular ornament is the **SHATTER RESISTANT ORNAMENT!** This item sells out fast, and fast meaning in October! Get your ornaments early - especially if you want them before the holidays.

DID YOU KNOW?

In 2017, holiday sales during November and December totaled to \$691.9 billion which was a 5.5% increase compared to 2016

SOURCE: NATIONAL RETAIL FEDERATION

GET IN ON THE FUN HOLIDAY MARKETING!

Not only are ornaments big during Q4, but also our **CHOCOLATE SQUARES!** With Halloween, Thanksgiving, and the Holidays all in Q4, it's obvious to see why chocolate squares are really popular! Get these delicious and made-to-order chocolates in your customer's hands!



Item# 640276

BLACK FRIDAY IS ALMOST HERE!



You know what that means? It's the busiest time of the year, and probably your most highest sales date of the year! There are many things you need to consider early-on to make sure you have the perfect game plan!

ANYPROMO WANTS TO HELP YOU WITH YOUR BLACK FRIDAY PLAN. OUR TEAM GATHERED A FEW TIPS FOR YOU TO IMPLEMENT IN YOUR STRATEGY:

1. When creating your plan consider the following: Email marketing, influencer marketing, social media marketing, contests, giveaways, sales, and promotions. What are you planning to do on Black Friday? Which items will be on sale? Will you be having a sitewide or storewide sale? Do your research to make sure your sales don't end up hurting you. Black Friday is huge, so make sure you're offering the best offer you possibly can! You want to make sure you beat your competitors.

2. Hire a seasonal staff early! You need to make sure your staff has the proper training to be able to handle all the customers that may be coming into your store, or contacting your call center for assistance. You do not want to end up short on staff on your busiest day of the year. Hiring a seasonal staff gives you the benefit of planning accordingly.

3. Update your website to amp up the hype on your sale. Most of the time, marketers create scarcity and anticipation when it comes to sales. The following terms can make your campaign more exciting: "Countdown to Black Friday sale: DD:HH:SS", "limited quantity", "limited time", or "Hurry, only xx left". Not only do you have to update the design and content on your website, but you have to make sure that your site can handle all the traffic you predict will be coming in. If you have a store, make sure

to have a game plan of how many people you will allow inside at a time. Make sure to set your lines straight for people to follow. You do not want chaos in your store!

4. The biggest thing you want to make sure is having enough inventory. Do you have a top item you know will sell really well? Make sure you get enough stock for Black Friday. You don't want to end up selling the item with a low quantity available. Have a successful sale by stocking all of your top items!

5. You should reward your customers for shopping with you! They chose to shop with you on Black Friday, and that says a lot. They love your items and everything you have to offer. By giving away an item for a certain amount of purchase will create a positive affect in their shopping experience. This works just as well with new

customers, a free gift will help them remember your company! You have a higher chance of increasing your customer retention rate by giving away gifts.

So start planning for Black Friday now. The countdown has officially started!

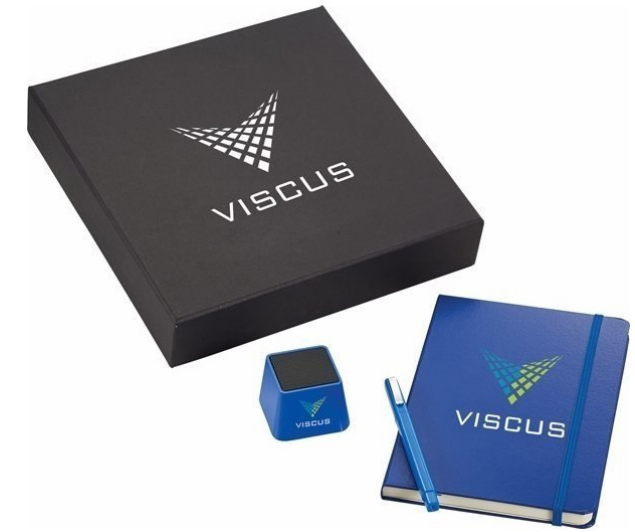


GIFT IDEAS FOR YOUR EMPLOYEES

The time of giving is here! Are you planning to give your employees a gift? According to **Lifeworks**, 75% of employees who don't feel valued are looking for new job opportunities. This season, make your employees valued with custom gifts! Here are a few gift sets you can create to make your employee feel recognized for their work!



Item# 720961



Item# 749238



Item# 749240



Item# 716392

Item# 749389

Item# 736242



Item# 744250

Item# 693552

Item# 748958

4 CUSTOM ITEMS YOU NEED AT YOUR HOLIDAY PARTY

There's more to planning a holiday party for your office. Yes, you may have the theme, food, drinks, and entertainment all good to go, but you may be missing one thing. Custom items for your guests! Decorating the location with custom items can make a huge difference. These custom items can also be known as party favors. Have your guests remember your holiday party with the following custom holiday items.



ECONOMY GLASS COASTER SET

Decorate your tables with personalized coasters! Set your decorated coasters out on all the tables for all guests to take home by the end of the party. This decoration and party favor makes for an elegant giveaway. Your guests will definitely be able to remember the event with this take-home coaster.



Item# 728632



Item# 754335

15 OZ WINE GLASS

Bottoms up! Make a cheers at your holiday party for the successful year you just had with a custom stemless wine glass. These are great party favors because most of your guests will definitely be reusing them either to pour their favorite wine, or drink! With a holiday imprint, your guests will be feeling the holiday spirit!

TANNENBAUM TREE ORNAMENT

Give away personalized tree ornaments at your holiday party! Whether your guests put it up on their trees or just store away for memories. Wishing everyone a happy holiday could never go wrong with a leather tree orname. If you want a unique holiday pa favor, this is it!



Item# 754750

***DON'T MISS OUT ON PERSONALIZING YOUR OWN CUSTOM ITEMS
FOR YOUR HOLIDAY PARTY!***

[Visit our website to find more options >](#)



Item# 669673

WOODEN NICKEL

Decorate your guests' tables with personalized wooden nickels. Customize it with a holiday message! Made out of natural wood, these wooden nickels can also be used for your guests to redeem prizes, food or drinks! Use these wooden nickels as party decorations or give them out to your guests as they enter your holiday party!

PLANNING YOUR MARKETING STRATEGY FOR 2019

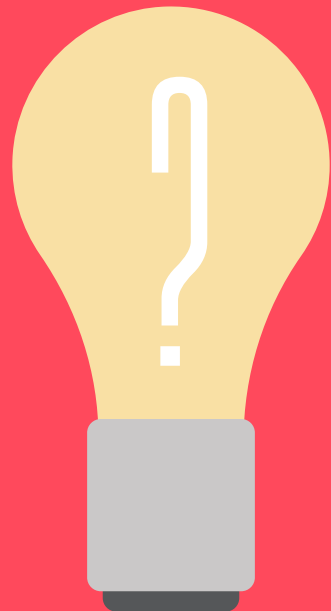
Not only is Q4 a busy season for many, but it's also the time you should be planning out 2019. Having a marketing plan ready by the time January rolls in will have you prepared for the rest of the year. Stay on top of what your company is planning to succeed in 2019.



HERE ARE A FEW THINGS YOU NEED TO UNDERSTAND WHILE PLANNING OUT YOUR MARKETING STRATEGY.

ANALYZE WHAT DIDN'T WORK IN 2018

When you look back throughout the year, check on your campaigns that didn't workout so well. Was there an idea you thought was going to work but didn't? Check your data and see if you reached your 2018 goals. Figure out the problem and make sure you make changes for 2019.



CAMPAIGNS FOR 2019

What were your most successful campaigns in 2018? Did the campaign do well on social? Email? Print? Make sure you know which campaigns performed highly in engagement rate and conversion rate. Knowing this information can help you understand which campaigns to run in 2019.

KNOW YOUR UPCOMING OBSTACLES

Just like trends, your customers are going to continue to change. Are you keeping up with trends? Are your customers' needs changing? You need to find out if there are changes in your industry as well. What are the new obstacles you may have to face, and what will you have to change in order to overcome those obstacles?



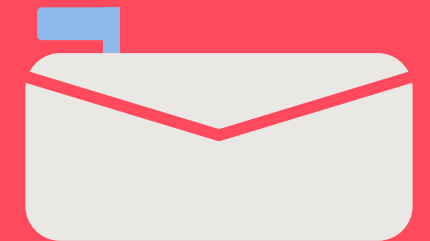
TRENDS TRENDS TRENDS

ESTABLISH YOUR GOALS FOR 2019

Are you aiming to double your revenue or profit goals by the end of 2019? What are you trying to accomplish in 2019? Do you have a goal for each channel? This is the most important objective you need to know because you'll have to establish the time and channels you'll be focusing on.

SET SPECIFICS BY CHANNEL

What's your budget for each channel? Do you see social media performing better than email? Do you need to increase on your Google ads? Breakdown your marketing plan by all the channels you've used from print advertising to digital advertising. Gather all the data from each channel and figure out where you need to improve. Are you going to increase budget on a channel that's lacking?



As you're planning your marketing plan for 2019, make sure you don't forget that promotional products are another way to market to your customers. We are here to help make your 2019 a success!

WHAT CUSTOM ITEMS ARE GREAT GIVEAWAYS FOR THE HOLIDAYS?

“This gray and white fuzzy blanket is amazing! It keeps me warm, cozy, and even safe from seeing the scary parts in movies! I definitely recommend this product to everyone for the fall and winter season. **The Standard Size Fairfield Throw Blanket** is so different than most blankets.”

Cynthia Servin
Samples Specialist



“The best part of coming to work is seeing all the happy faces as I enter! It makes me feel good knowing the employees at AnyPromo are happy! During the holidays, employee recognition is something we strongly endorse. One gift that’s a great giveaway is the **Tuscany™ Journals & Coffee Cups Gift Set**. The set comes with two journals, two coffee cups, two hot chocolates in a spoon and the Venezia™ folding bin. Consider this item as a gift to giveaway!”

Jim Butler
Vice President



“A great giveaway item during the holidays is the **6” Plush Rag Bear with Shirt** because they are so soft and cute! Kids and adults will absolutely love this item. There’s always something genuine and sincere when given a stuffed animal. Stuffed animals reflect a message of caring. This is why many still get excited to win stuffed animals at fairs! Show your customers or employees how much you appreciate them with a cute bear!”

Rubi Romero
Customer Outreach Specialist



“You can never go wrong with ornaments! They are the best items to give away during the holidays. You can wish your customers happy holidays, or personalize it with a special message. Q4 is known for having many holidays, so you should definitely make ornaments part of your marketing. Check out our **Shatter Resistant Flat Round Ornament**, it was one of our most popular ornaments last year!”

Vivian Meza
Customer Care



***CAN YOU
SPOT ALL 5
PROMOTIONAL
PRODUCTS?***

SOCIAL MEDIA ON THE RISE: WHY YOU NEED SOCIAL MEDIA MARKETING.

“IF YOU MAKE CUSTOMERS UNHAPPY IN THE PHYSICAL WORLD, THEY MIGHT EACH TELL 6 FRIENDS. IF YOU MAKE CUSTOMERS UNHAPPY ON THE INTERNET, THEY CAN EACH TELL 6,000 FRIENDS.” –Jeff Bezos

Throughout time we’ve witnessed the changes to advertising platforms. From print, radio, and television, to online advertisements, marketing your business to consumers is ever changing. But as we’re thrust into a society of quick information, and smaller windows of time to grab someone’s attention, another contender has entered the scene; social media.

Over 2.77 billion people will be on social media by 2019. In the U.S alone, 77% of the population has a social media profile. So what does this mean for you? It means that as a business, it’s now imperative to have a social media profile, it’s the way to see and be seen. Here are 3 reasons you need to jump on the social media marketing bandwagon, yesterday.



SOCIAL MEDIA ON THE RISE: CONTINUED...

1. Target your customer audience.

Different platforms have different audience demographics, which is useful when deciding which platform you want to primarily use. For example, if your target audience is teens ages 15-30, Instagram might be your best bet. Twitter is used for short bits of information, with 29% of Twitter users having a degree. With all the information available online, you can be sure to find a platform to showcase your business to the right audience.



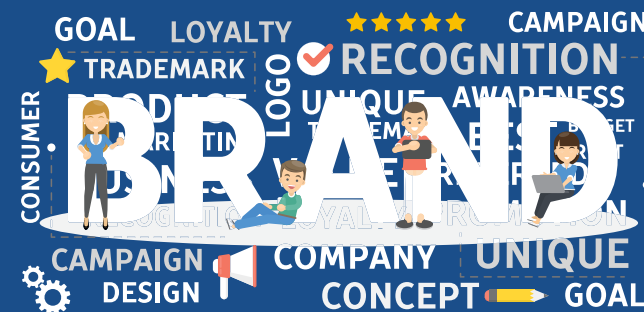
2. Turn fans into customers.

Great, now you have a social media following! The goal is to turn these likes and followers into customers. Interacting with your followers and leading them back to your site with images and links is a sure fire way to direct the traffic back to you, which can lead to sales.



3. Brand Awareness

The most common reason for a business to be on social media is possibly the most simple; to let people know you're there. In this age of technology, people search online to find something they're looking for. Sure, you can show up on their search results, but they'll probably go further, and look for the business on social media to see what else your company is about. Customers judge you based on what they see about you online, which is why it's important to put your best foot forward. Your social media platforms are the perfect way to showcase who you are, what you do, and how much you love your customers. Every post is an opportunity for a new customer.



So, find your voice and get busy! There are so many ways social media can benefit your marketing plan. These three reasons are only just the beginning. Social media is ever-changing, new trends, new methods of marketing and new opportunities every day to wow your customers. So jump on the bandwagon, and add social media to your marketing plan to take it to the next level!

Sources: [Spredfast](#), [Statista](#), [The Content Factory](#)

SHARE YOUR STORY WITH US ON OUR SOCIAL MEDIA!



DJ FLEX
July 26 · 🌐

Part of my new #DJFlexRoanoke merch came in! Foldable frisbee that works!!! Stoked for these. I'd show you the other merch but that might give away my big reveal so that will have to wait until this weekend!! AnyPromo did an awesome job and very quick! #MyPromoStory





Clean Air America, Inc.
...

We are gearing up for Fabtech and can't wait to see our friends and customers in Atlanta - don't forget to email us for free admission, and drop by booth C10853 for this awesome Clean Air tape measure, the best giveaway ever from AnyPromo! Email sales@clean-air.com #choosecleanair






jacksondistrictlibrary ·

jacksondistrictlibrary Shout out to @AnyPromo for the excellent water bottles, just the thing to help our Summer Reading hydration needs and represent Jackson District Library!

#myjdl #anypromo #MyPromoStory



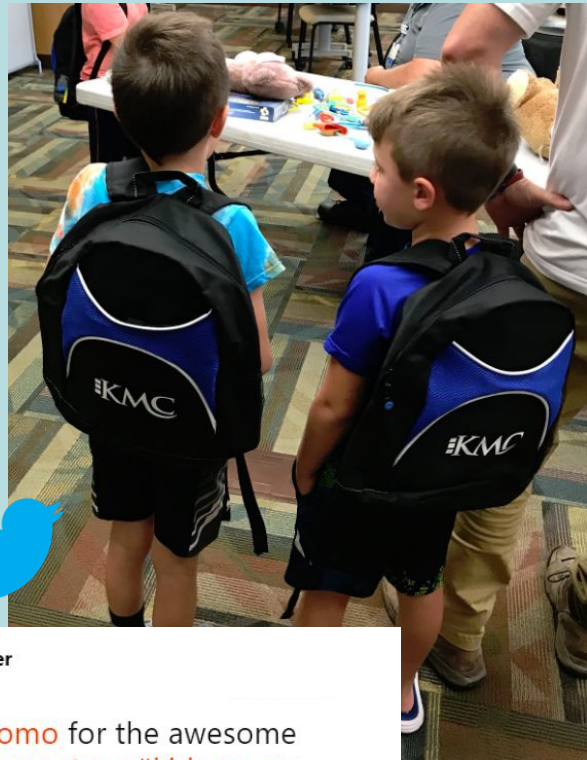


Enza Ketcham
@EnzasBargains

Suite "mood" cups from @anypromo! We were in a suite for baseball & fireworks for the 4th! Happy Birthday America! #FourthofJuly #ThursdayThoughts {Brand Partner}



SHARE YOUR STORY WITH US ON OUR SOCIAL MEDIA!



Kirby Medical Center
@KirbyMedical

Thanks to [@anypromo](#) for the awesome backpacks! [#mypromostory](#) [#kirbycares](#) [#backpack](#)



Susan Wyant
August 15 · 🌐

When everyone shows up to out swag each other!
— with Claudia Fitzpatrick, Maggie Fitzpatrick, Erin Dearden, Sheryl Miller, Cynthia Pendleton and AnyPromo.



John Adams
@coachjq

Thank you to [@anypromo](#) for our Cell Phone Power Banks!

[#MyPromoStory](#)



Kirby Medical Center
@KirbyMedical

Thanks to [@anypromo](#) for the lunchboxes for our Back to School Health Fair!
[#mypromostory](#) [#kirbycares](#)



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