



WINTER/SPRING
- 2019 -

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Let's Make Marketing Make Cents

3

Q1 CALENDAR

4

PROMOTIONAL PRODUCTS FOR Q1

9

BUILDING YOUR TEAM FOR SUCCESS

11

TIPS TO MAKE ORIENTATION FUN

13

ANYPROMO'S RESOLUTIONS & FAVORITE Q1 ITEMS

15

WORKPLACE WELLNESS

16

WORK UNIFORMS

17

INTRODUCING PROMO PALS

18

SPOT ALL 5 PROMOTIONAL ITEMS

19

SOCIAL MEDIA

21

SHARE YOUR STORY

“My favorite item from AnyPromo is the **11' 2-TONE CUTTING BOARD**. I love to cook awesome foods for my kids and coworkers, and this cutting board helps me get all of my fruits and veggies perfectly chopped! It's my favorite cutting board at home and a great giveaway to all those who love to cook! ”

Susan Wang
Data Specialist



“I'm really focused on fitness so the **MEDICINE REMINDER DRINK CUP** is an item that's very useful for me on a daily basis. From taking my vitamins to energy pills, I can take them everywhere with me while making a protein shake. If you're looking for an item this New Year that involves fitness, then this one is the option for you! ”

Dante Jackson
Customer Service Representative



YOUR Q1 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!

JANUARY



Weight Loss Awareness Month

1 New Year's Day

17 Get to Know Your Customers Day

21 Martin Luther King Jr. Day

FEBRUARY



Black History Month

2 Groundhog Day

3 Super Bowl Sunday

5 Chinese New Year

14 Valentine's Day

18 Presidents Day

MARCH



National Nutrition Month

1 National Employee Appreciation Day

5 Mardi Gras

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 planning any upcoming events this quarter?

DID YOU KNOW?

Around 45 million people plan to host a Super Bowl party.

SOURCE: NATIONAL RETAIL FEDERATION

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

RISE UP!

It's sad to see football season coming to an end, but at least in Q1 everyone can look forward to the Super Bowl, the most-watched sporting event in the United States. Are you hosting an event for Super Bowl LIII? Get the **SMALL FOOTBALL STRESS RELIEVER**. A fun item like this will have everyone scoring a touchdown!



Item #652344



Item# 707683

ONE TEAM, ONE DREAM

You can't host a party without a bottle opener! Make your Super Bowl watch party a success with the **FOOTBALL OPENER**. Everyone at your party will definitely want one of these. It's a special item used by many! Customize it with your watch party name, or a phrase to cheer on your favorite team!



Item# 716325

FALL IN LOVE...

With Valentine's Day around the corner, it's never too early to show your love and appreciation towards your customers. The **6" PLUSH TEDDY BEAR WITH T-SHIRT** has been a perfect gift for every holiday. Customers will love to own one of these customized with their favorite company logo!

DID YOU KNOW?

Consumers plan to spend an average \$7.19 on friends, \$7.26 on children's classmates/teachers, \$25.29 on family members such as children or parents, and \$88.98 on their significant other/spouse.

SOURCE: NATIONAL RETAIL FEDERATION

...AND LET THE GOOD TIMES ROLL

With Mardi Gras coming up this quarter, you'll want to make sure you have the right promotional item for these events. Even if you're just hosting a party, the **BEER MUG BEAD NECKLACE** is the item you should customize for a fun time. Everyone will love to have one of these around their neck. Count on this item to be a huge hit at your event!



Item# 657196

SPRING BREAK!!!

For every location hosting spring break events, a **CUSTOM KAN TASTIC CAN KOOLER** is the best item you can give away. The life of a can cooler can last many years. Plus, the foam insulation will help keep your drink cool for hours. It's an easy, on-the-go item to hand out at your event! Can coolers aren't just great for spring break events, but for any year-round occasion!



Item# 653750

DID YOU KNOW?

18% of U.S. students plan to go on vacation for spring break.
SOURCE: STATISTA



Item# 670977

GET LUCKY WITH THIS ITEM...

It's your lucky day! When it comes to the **FOUR-LEAF CLOVER SHAMROCK SQUEEZIE** you may just find the pot of gold at the end of the rainbow. This squeezie is great for promoting health. When thinking of an item to give away for St. Patrick's day, think of longevity. Of the consumers that receive a stress reliever, most of them keep it because stress relievers are useful, and it's true. They have a lot of health benefits!



Item# 654447

BLOOM INTO THE NEW SEASON...

Picnic time is here with spring making a comeback in Q1! Blankets are a great giveaway year-round! The **LARGE ROLL-UP VELCRO CLOSURE BLANKET** is going to be a popular item this quarter! With many color options available, you can select a color to match your logo! This blanket also has a convenient handle to take anywhere!

DID YOU KNOW?

Consumers are nearly 2.5x more likely to have a positive opinion of promotional products compared to Internet advertising.

SOURCE: ASI CENTRAL

...AND MAKE SOME FUN MEMORIES!

Festival season is also among us! Get the shades out to protect your eyes while outside! **The RUBBERIZED SUNGLASSES** offers 100% UVA and UVB Protection for your eyes! Let your customers or guests be a walking advertisement for you this year. Make this a popular item at your next outdoor event!



Item# 654223

BUILDING YOUR TEAM FOR SUCCESS



TEAM - Together Everyone Achieves More. Such a simple phrase, yet at the same time, such a difficult task to implement. A successful company is one that has employees that work with a team mentally, and who know that they have a great leader behind them. Here are some tips to make sure your team is built for success.

Build your team right - even if this means a longer recruitment process. When you're setting yourself up for success, making sure you have a top-notch baseline is a crucial step. Hiring employees just to have a larger number can hurt you in the long run. You end up becoming a revolving door, with a possible high turnover rate. In the end, this can cost you both time and money. Invest your time and money in people who you truly can visualize making a difference in your team and can add value to their role and the company. By hiring these types of people, you will have a great payoff later.

Respect those Roles - If your team doesn't feel like you value them, they won't be motivated to bring their A game. Each member of your team brings something special to the table. It's up to you to recognize these role and make sure that each member knows that they matter. Your employees shouldn't have to ask themselves why are they there every day, they need to know that they have a sense of purpose and a direction. When employees feel that they are undervalued, it becomes very easy for them to detach and just get by with the bare minimum. Make sure your employees

know that you appreciate them and respect them, and in turn, your team will work better together.

Set Attainable Goals - it's great to aim high, but make sure your employees know that they working towards something achievable. Set both short and long-term goals for individually, and as a team as well. Have a clear sense of direction makes sure that everyone is working towards the big picture. Create milestones and deadlines so that your team members have opportunities to celebrate successes. Having these goals really allows your team to band together to have a sense of unity, which increases productivity and morale as well.

Communicate - Like every relationship, the quickest way to have an issue is a lack of communication. Each member of your team will probably communicate differently; it's up to you bridge this gap amongst themselves (if needed) and with you as well. By having an open line of communication, you're giving what they have to say value. Always try to have transparency with your team, even if the information doesn't directly pertain to them. Make sure to always give your team

feedback, there's nothing worse than feeling like what you are saying is falling on deaf ears.



Celebrate - That means both successes and failures. Make sure to celebrate successes and milestones with your team; it will bring everyone together and everyone feels a sense of pride. You can also celebrate individual success as well if someone on your team did something great, shout them out to the rest of the team, this ensures that their effort is seen and appreciated. This also helps your employees know that you're proud of them

and that they are making an impact. On the other hand, when something goes wrong, it's important to come together to analyze what went wrong, and how it can be fixed. Remember, this isn't a time to play the blame game or throw anyone under the bus; this never helps any situation. Instead, use this opportunity to come together as a stronger team, and figure out what happens next.

Get to know your team - We're not saying become their best friend, but to some extent, it's important to know your team on a different level. Whether it's having a team building outing once or a month, or weekly lunches; make sure your team really gets to know one another. Getting to know the people you work with helps you understand how they work and think, which will help on tough days with difficult conversations. Like mentioned before, you don't have to have to be bff's, but getting to know your team will show them that you care about them as a person, not just about their work. But remember, workplace boundaries are there for a reason.

MAKING WORKPLACE ORIENTATION FUN



Joining a new company can be one of the most stressful and nerve-racking experience for a person, throw in a stuffy orientation, and you're facing the worst nightmare of some people. But that doesn't always have to be the case, here are some fun onboarding ideas and games to make sure your employees have the best orientation ever.

Set A Theme - Set a fun theme and base your orientation around it! A great idea is a “Cruise” theme! Welcome everyone “aboard” the company ship and get them ready to “set sail” with their new coworkers. Add some leis and a couple of beachy decorations, and you have yourself a docked cruise! You can also expand on this by visiting “ports” that explain certain aspects of their new company. So grab a Captain’s hat, and set sail with your new employees. Some other great themes could be outer space, a sporting event, pirates, etc.



Have Great Swag - We’re not talking about some pens and stickies, we’re talking some A class 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. They’ll love the gift, and it’s a great way to promote your company when your employees aren’t in the office.

Icebreaker games - The best way to get people to open up is with humor! The best way to have humor in orientation? Games, of course! Some fun ones include Would You Rather, Two Truths and a Lie, and Five Favorites are great fun light games to break the ice between new employees.

Communicate - Like every relationship, the quickest way to have an issue is a lack of communication. Each member of your team will probably communicate differently; it’s up to you bridge this gap amongst themselves (if needed) and with you as well. By having an open line of communication, you’re giving what they have to say value. Always try to

have transparency with your team, even if the information doesn’t directly pertain to them. Make sure to always give your team feedback, there’s nothing worse than feeling like what you are saying is falling on deaf ears.

Trivia - Get to know your new hires a little better with some fun quizzes! Test them about their knowledge in the industry, food, pop culture and so much more. It’s a good way to learn more about your employees and what they’re interested in. You can even go a step further and offer prizes.

Scavenger Hunt - This one is a great way for new hires to get to know the office and surrounding areas better. Break people off into teams, and set them on their way! Have them find objects or clues throughout your company or get you other employees involved by having them give out information. You can even up the ante and offer rewards or prizes! This game is great for everyone.

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.



WHAT'S YOUR NEW YEAR'S RESOLUTION, AND WHAT ITEM WOULD YOU RECOMMEND THIS QUARTER?

“ My New Year's Resolution is to find my own place, upgrade my car to a Nissan Maxima, and start school to become a preschool teacher. I really hope 2019 is a great year! I'm also excited for the Super Bowl! This is a fun event during Q1 to look forward to whether you like football or not. We have [football stress relievers](#), [plastic footballs](#), [football keyrings](#), [football pens](#), and more! Join the football fun this year with custom football items! ”

Rayo Sedano
Resolutions Specialist



“ Saving money is my New Year's resolution! As a college student, saving is really important. It's crazy to think how fast the year has gone by. I'm halfway done with my first year in college! Now with the holidays over, I'm looking forward to Valentine's Day! A fun item to give away is this cute [Lipstick Pen](#)! If you want a custom item for a bigger audience, we have many [heart stress relievers](#) for your Valentine's promotion! ”

Amber Wang
Student / Intern



WHAT'S YOUR NEW YEAR'S RESOLUTION, AND WHAT ITEM WOULD YOU RECOMMEND THIS QUARTER?

“In 2019, I hope to travel more! I have many destinations on my list, like Germany, Costa Rica and France! Speaking of France, did you know Mardi Gras arrived in the United States as a French Catholic tradition? Now, it's a huge tradition in the states! Although we mainly hear events happening in New Orleans, events are actually happening all across the nation! Check out AnyPromo's [Mardi Gras](#) section to start customizing your items! ”

Julia Silva
Internet Marketing Specialist



“A nice vacation is what I need this year! I plan to save some money on the side so I can go to an awesome location! My favorite holiday during Q1 is St. Patrick's day! Can you imagine how beautiful Ireland is? Maybe it'll be a place I go to this year as I plan where to travel. St. Patrick's Day is a fun event for custom items! We have many green and four leaf clover items in our [St. Patrick's Day](#) section. Check it out! ”

Erin Gonzalez
Resolutions Specialist



“I have the same resolution as I had last year - travel more and work out five days instead of three days. I want to focus more on my fitness though. Even if I get a quick basketball session in, I'll count that towards a workout! Since I really love basketball, March is a favorite month of mine. With all the college teams playing, it'll help motivate me to get active. Check out our [custom basketball items](#), for this year's March mania. ”

Derrett Coleman
Customer Care Supervisor



THE IMPORTANCE OF WORKPLACE WELLNESS



Did you know that 59% of employees do not get adequate exercise? Not only that, but 50% or more have high cholesterol? According to the U.S Department of Health and Human Services, 27% have cardiovascular disease, 26% are overweight by 20 percent or more, and 24% have high blood pressure. As crazy as it is, there is a simple way to combat the starting signs of these issues, by implementing a workplace wellness program.

A healthy workforce is a more productive workforce. By creating a healthy and happy environment for employees, it can increase morale, work-life balance and productivity. A healthy workforce has fewer absences and less work-related injuries, but more than that a healthy workplace

has healthier employees. Here are 5 quick reasons why you should implement a workplace wellness program.

1. WELLNESS PROGRAMS PROMOTE HEALTHIER BEHAVIORS

By educating employees about healthier choices they can make and the effects that can happen to them if they don't, you are promoting healthier behavioral changes. These changes aren't a race, it's a long-term goal to make the right choices all the time, not just sporadically. With the right education and the right push, your employees can change their decisions to lifelong healthy habits.

2. MORE PRODUCTIVE EMPLOYEES

Research shows that employees who participate in wellness programs are likely to be more productive in the workplace. They are more alert and can focus for longer periods of time. There is also evidence to show that having a wellness program decreases the amount of sick leave as well. By having a wellness program that engages and supports your employees, you're investing in having a more productive workplace.

3. IMPROVE EMPLOYEE RECRUITMENT AND RETENTION

A lot of factors go into an employee making the decision to accept a job offer, as well as the decision to stay at their job. While the salary and benefits are a huge factor, having a good wellness program is also a perk. It shows that you care about your employees and their health, a sign of a good work-life balance.



4. IMPROVE EMPLOYEE MORALE

By offering a wellness program to your employees, it shows that you want the best for them and that you respect them. Employees have a higher morale when they feel safe and appreciated and have a company who supports them behind them. Your employees will obviously be much healthier, but more importantly,

they are going to be so much happier. Having a wellness program can help your employees reach all their needs, both physically and mentally.

5. HEALTHIER EMPLOYEES

Probably the most obvious, but also the more important reason, is healthier employees! At least an hour of exercise a day can help mediate the risks of a sedentary lifestyle. A good wellness program can help employees reach their weight loss goals, lower risks of chronic diseases, and can improve their mental health as well. Good things happen when people make healthier decisions.

So whether you're looking to add a wellness program to your workplace, or already have one in place, hopefully, these five reasons can really drive home the importance of workplace wellness. The new year is a great time to get started, and have happier, healthier employees!



IDEAS FOR YOUR 2019 WORK UNIFORMS

Create a professional image for your brand by enhancing your company's appearance. Make your employees feel like they are part of your team with uniforms customized with your company's logo!

Uniforms are great for the following industries:

- Manufacturing
- Retail
- Food
- Transportation
- Construction
- Health Care
- Real Estate
- Schools
- Gyms
- Sports teams
- Non-Profit Organizations
- Community clubs

Reasons uniforms are great for your company:

- Business image
- Advertise your company
- Security benefit
- Team spirit
- Customer relationship



CUSTOMIZE YOUR UNIFORMS▶

INTRODUCING ANYPROMO'S PROMO PALS!

Hi Friend!

You're probably wondering who I am - my name is Captain Promo, and I'm really excited to get the new year started with you! We have so many exciting things going on, especially the launch of our new referral program.

We're calling it Promo Pals!

How does it work?

Well, all you have to do is invite a friend or colleague to be part of the AnyPromo family with your personal link. You can find your link on AnyPromo.com/Promo-Pals.

Once your friend creates an account, they will receive promo bucks towards their first full order. Once they place an order and the status is "closed" you'll get rewarded promo bucks!

Depending if you're a Platinum member or not, you'll either get \$15 or \$30 promo bucks.

LEARN MORE ►



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

SHARE YOUR STORY WITH US ON OUR SOCIAL MEDIA!




True Connections Life Coaching, LLC ...

Like This Page · November 12 · 🌐

The stress balls I ordered from AnyPromo turned out great! Stress balls may seem cheesy, but they are helpful for coping with frustration, worry and pain. #MyPromoStory






Bluth Medical Associates
@doctorbluth

Follow

Shout Out @anypromo for our new clip boards!





videokyle • Follow

videokyle Got a whole order of Reckless Abandonment coffee tumblers in today! What do you think? 🔥 or nah? teamRA #filmmaking #latenights #editing #design #vfx #stopmotion #animation #coffee @anypromo





Hollywood HEART
@HollywdHEART

Follow

@anypromo keepin' us hydrated and happy! 😊

#hollywood #nonprofit #lanonprofit #donate #fundraise



Housewarmers Frisco
 Page Liked · October 19 · ⚙️

Packing another round of Housewarmers bags for new residents of Frisco! Here is one of the cool items we have to deliver this month to 75035 residents.

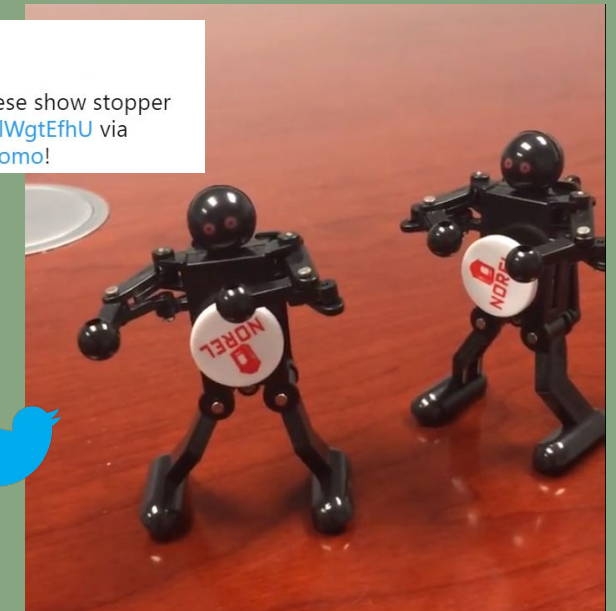
Sir Top'em Hat Roofing & Construction

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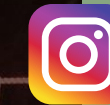
NORELService
 @Norel_Service

Our VP just had to have these show stopper NOREL bots! youtu.be/Z9hIWgtEfhU via @YouTube Thanks @anypromo!



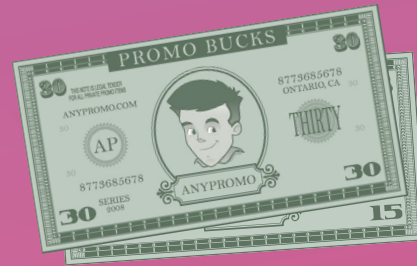
You Are My Sunshine Photography, LLC
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You Are My Sunshine Photography is coming to a kitchen cabinet close to you. Color changing cups are in!! White frosted to orange. #notorangejuice #mypromostory AnyPromo



cheffoodcaster · Follow
 Inn at Great Neck

cheffoodcaster @innatgreatneck What A great 1st annual Oktoberfest with @breweryommegang pouring, @thefoodcaster & @anypromo providing these cool beer boots!!! #DasBoot #InnAtGreatNeck #Oktoberfest #Brew #Beer #TheFoodcaster #ChefFoodcaster #Brats #Pretzels #AnyPromo #buzzfeedtasty #eaterny #igeats #thrillest #insiderfood #foodnetwork #newsdayfeedme #tastymade #TheNycTastingClub #FoodcasterApproved Copyright © 2018 Foodcaster



INVITE YOUR FRIENDS AND GET REWARDED!

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READY TO SHOP?

Live chat with us
Monday to Friday
6:00am-5:30pm PST

or

Call us toll free
1-888-726-1889
Monday to Friday
6:00am-6:00pm PST