

ANYPROMO.COM

SUMMER/FALL

2019

3 Q3 CALENDAR

4 PROMOTIONAL PRODUCTS FOR Q3

9 HOW TO HAVE A SUCCESSFUL Q4

11 HOW TO PICK THE RIGHT ITEMS TO REACH YOUR CUSTOMER

13 KEEP YOUR BACK TO SCHOOL MARKETING FRESH

14 NEW BACK TO SCHOOL ESSENTIALS

15 OUR FAVORITE ESSENTIALS FOR SUMMER

17 SPOT ALL 5 PROMOTIONAL ITEMS

18 SHARE YOUR STORY

“ For me, one of my all time favorite AnyPromo items is my **64 OZ INSULATED STAINLESS STEEL GROWLER**. It’s a perfect company gift that gets a lot of use. This growler is the perfect size for storing craft beers, and it’s very durable and easy to clean. My favorite thing about this growler is how it’s stainless steel walls keeps my drinks cold for hours! ”

- Anthony Seeburger
GRAPHIC ARTIST



“ My all time favorite summer activity is going to the beach and our **ZUMA SHEER DAY TOTE** is perfect for my beach trips! I love how stylish the sheer nylon reusable tote bag is. What’s great about this bag is that it is large enough to hold all the items I need, but it can fold away for easy storage. It comes in four colors and has a large imprint area to show off your artwork. ”

- Leslie Estrada
CUSTOMER SERVICE REPRESENTATIVE



YOUR Q2 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!

July

NATIONAL PICNIC MONTH

4 Independence Day

10 National Pina Colada Day

13 National French Fry Day

15 Give Something Away Day

17 World Emoji Day

29 National Lipstick Day

August

NATIONAL BACK TO SCHOOL MONTH

6 National Fresh Breath Day

9 National Book Lovers Day

16 National Tell a Joke Day

17 National Nonprofit Day

20 National Radio Day

25 National Park Service Founders Day

26 National Dog Day

26 National Women's Equality Day

September

HISPANIC HERITAGE MONTH

2 Labor Day

9 National Teddy Bear Day

11 National Day of Service and Remembrance

12 National Day of Encouragement

15 National Tackle Kids Cancer Day

21 Oktoberfest

23 First Day of Fall

26 National Love Note Day

PROMOTIONAL PRODUCTS FOR Q3

We're already entering the second half of the year and summer is upon us! We will be looking at all the must have summer time promotional products you are going to need.

DID YOU KNOW?

The 5 most popular summer vacations in the United States are 1) beach/ocean (45%), 2) a famous city (42%), 3) national parks (21%), 4) a lake (17%), and 5) a resort (14%).

SOURCE: U.S. CENSUS BUREAU



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

FOR THE PERFECT BEACH TRIP OUTING...

With most people spending their vacations at the beach, get a product they will be using on their trip! The **2-IN-1 CAN COOLER TUMBLER** is the perfect custom item to promote relaxation! Get your logo on our hottest and versatile promotional can cooler. Custom can coolers are not only great for beach events, but they're also fun for pool parties, lake trips, or any summer event! Don't miss out on a popular summer item that can be used all-year round!



Item# 760272



Item# 739287

...OR THE PEACEFUL CAMPING GETAWAY

Having an outdoor event this summer? Use the **COLLAPSIBLE PICNIC BASKET** to help your guests place food and drinks inside this spacious and useful picnic basket. Summer is the perfect time to spend outdoors, so take your very own custom picnic basket with you everywhere!



Item# 763956

SCHOOL IS BACK IN SESSION!

It's that time again! How are you going to promote Back to School season? We have all the promotional items to make going back to school a lot easier. The **ECLIPSE SPORT BAG** is useful for any student at all grade levels. Give custom bags at your school event!

DID YOU KNOW?

Back-to-school season is the second-biggest shopping season of the year, with 29 million households across the United States planning to spend a total of \$27.6 billion.

SOURCE: ADVERTISING SPECIALTY INSTITUTE

...GET AHEAD OF ALL YOUR BACK TO SCHOOL PROJECTS

Looking for the perfect custom multi-purpose pen to last all school year? The **DUPLEX** is great for students! This ballpoint pen has dual features, including a highlighter and blue or black ink available, making it great for students who are studying and taking notes.



Item# 751391

DON'T FORGET YOUR OUT OF TOWNERS...

Travel is also huge in Q3! Summer travelers can become new and different potential customers. What promotional products do you have planned for your new customers? Attract new customers with custom **MALIBU SUNGLASSES**. Sunglasses are the perfect summer items to help get your brand seen.



Item# 676449

DID YOU KNOW?

Sunglasses were "invented" 2,000 years ago using animal bone, leather, and wood.

SOURCE: ADVERTISING SPECIALTY INSTITUTE



Item# 755609

...AND THE 3-DAY WEEKEND FOR LABOR DAY

Labor Day is a major holiday in Q3! There are many sales and event opportunities for the long weekend. Spark your Labor Day sale or event with a custom **20 OZ HYDRATE'N GO BIKE BOTTLE**. This water bottle is great for any occasion. Labor Day weekend is full of outdoor activities and this bottle is perfect for those active people. Customize your own for a perfect giveaway!



Item# 681747

GET THE PARTY STARTED...

Oktoberfest festivities have grown nationally across the United States. Join the fun and customize your own beer mug! Our **5 OZ BEER MUG SAMPLER** is a fun item to give during this special event! This item is perfect for festivals, restaurants, bars, parties, and more!

DID YOU KNOW?

About 241.4 million people, 73.8 percent of the population, are over the age of 21 and considered legal drinking age.

SOURCE: ADVERTISING SPECIALTY INSTITUTE

...AND KEEP IT ROLLIN'!

Not only are beer festivals huge during Q3, the wine industry is booming! Just like the beer mugs many festivals, restaurants, bars, and parties are serving wine. The **9 OZ STAINLESS STEEL STEMLESS WINE GLASS** is a great add on for any summer party. Don't miss out on your special event!



Item# 739294

HOW TO HAVE A SUCCESSFUL Q4



Q4 is one of the busiest seasons of the year and it is very important to get ahead of the curve and start preparing now. From October-December, your company is going to be very busy, and you are not going to have much time to be working on your marketing plan. You are going to want to have the most successful Q4 you possible can, so our goal is to help you make that possible!

HERE ARE A FEW QUICK TIPS FROM US AT ANYPROMO ON HOW YOU CAN HAVE A SUCCESSFUL Q4.

1) Firstly, a great way to increase your business is to have a giveaway of promotional seasonal items like gift sets, ornaments, chocolates, etc. The important thing to remember is to purchase the items early. These seasonal items can run out fast so don't wait and order early!



2) Speaking of getting things done early it is important to figure out your budget now. How much are you willing to spend advertisements, promotional products, and marketing? Make sure to spread out the budget accordingly and you are prepared for the holiday season!

3) Be aware of the difference between new and repeat business. The holiday season is a great time to bring in new customers and impress them enough to bring them back as repeat customers.



4) Motivation is key. At the end of the year it is easy to get tired and relaxed but it is important to stay motivated and driven! Try to keep morale up in your business and keep the team focused so you can be successful.



5) Keep track of all your inventory! You should always be ready for anything you may run out of and keep track when stock is getting low. Don't wait until the last minute!



6) You can never be too early! While it may seem like you have a lot of time to get ready time can really fly. So be sure to get ahead of all your marketing needs and be ready early in the season so you are not rushed!

7) Mark your calendar for all the major events and holidays for Q4 like: Breast Cancer Awareness, Halloween, Thanksgiving, Black Friday, Cyber Monday, Christmas, New Year's Day.



HOW TO PICK THE RIGHT ITEMS TO REACH YOUR CUSTOMER!



Not all promotional products are created equal. Knowing what promotional items you need can be a tricky task, but we are here to help you figure it out.

Why promotional products? Well, about eight out of 10 people own at least one promotional items. Of those people, 53% use their promotional product once a week. That is a lot of repeat contact with your brand, which means people will then start to become familiar with your business.

While it's great that promotional products can get your brand out there; it's important to know that one in five people throws out promotional products they don't want. Knowing that it's key to pick the right item for your customer! Here are a few tips on how to choose the right item.

PROMO PRODUCTS MAKE AN IMPRESSION



6,100
Impressions



3,400
Impressions



3,400
Impressions



1,450
Impressions



3,300
Impressions



1,400
Impressions



2,300
Impressions



1,100
Impressions



6,100



700



900



850

Go With Popularity - There are endless possibilities when it comes to promotional products and at times it can get a bit overwhelming. When it becomes too stressful and time consuming the safest option is to choose the most popular promotional items, just like the old saying "If it ain't broke, don't fix it":

- 58 percent of people own promotional T-shirts
- 53 percent own promotional drinkware
- 50 percent own promotional bags, writing instruments, or outerwear
- 45 percent own promotional USB drives
- 41 percent own caps and headwear
- 41 percent own promotional desk supplies
- 29 percent own promotional calendars

Make It Useful - When you order promotional products the main goal is to get your brand out as long as possible. So how do you do that? By choosing a product that your customers will actually use! 77% of consumers say the best reason they keep a promotional product is because they actually use it. There are plenty of handy items you can order like first aid kits, pens, key chains, mugs, and much more.

Keep It Personal - No one knows who your customers are better than you! It is important to look at your target audience when you are picking your promotional product. What are your customer demographics? What's their gender, age, profession, hobbies? You can tailor your promotional product to your customer. Get to

know your customers and you can cater to them specifically.

When choosing the right promotional product for your customers don't be afraid to get creative and try new things you never know what could take you to the next level!

KEEP YOUR BACK TO SCHOOL MARKETING FRESH



It's the second largest shopping season of the year with an estimated spending total of \$27.6 billion, that's right we are talking about back-to-school season. Back to school marketing is a major opportunity for your business to grow and get noticed. It's really important to put some time into creating a plan for this busy time of year.

We came up with a few ideas to keep your back to school marketing fresh!

Boost school related products

Shoppers will be out looking for all their school supply needs and the most popular back to school items include clothing, footwear, and backpacks! Other items to boost include stationery, computers, tablets, and sporting goods. Having discounts and sales on these school related products can help drive major traffic to your business.

Follow the trends

A big part of keeping your marketing fresh is to be up to date on what is hot and new. Your back to school marketing plan should be relevant to what the kids and their parents find to be trendy. Just remember that trends can change fast so you need to stay on top of what is trending and keep your finger on the pulse of pop culture.

Create giveaways, sweepstakes, and contests

Small businesses can get involved in the back to school season by hosting a giveaway, sweepstake, or contest. You could promote on social media or in-store, giveaways on certain back to school items that customers could win or receive by participating in the giveaway. Not only would this help build brand awareness; people love free stuff.

Create kid related campaigns

Back to school is all about the kids, so why not create campaigns that really get the students involved! Having a marketing plan that is directed to the kids can help create buzz during this time of year. Did you know that 59% of back to school shoppers said their child's preference is a major factor in deciding to purchase a product? So create a campaign that all kids would enjoy!

Donate School Supplies

You can donate all sorts of school supplies with your brand and logo on them! Donating to a school is not only a great way to get impressions for your brand but it also can show you care about the community. This is a great way you can give back and also show your business in a positive light.

NEW BACK TO SCHOOL ESSENTIALS

When it comes to promotional products, we're the best at knowing what works best! Based on several surveys and tests, we've concluded the following items are perfect for Back to School events!



The Sidekick Drawstring Cinch Backpack
Item #708225

Slide Lock School Pencil Pouch
Item #731643



Frosty Grip Mechanical Pencil
Item # 609478



Jolt 2,200 Power Bank
Item #716392



The Duke Spiral Notebook
Item #668266

OUR FAVORITE ESSENTIALS FOR SUMMER

“I plan to spend a lot of time outside during the summer whether it be camping, hiking, or a day at a theme park. Our **TRAILBLAZER COLLAPSIBLE BACKPACK** is my go to bag for any occasion! This bag is perfect because the entire backpack can collapse into one small zippered pouch and the large pocket has a floating interior. This backpack is a must have for those who plan on spending their summer being active!”

- Alyssa Kleinpell
CUSTOMER CARE REP



“Without a doubt my number one summertime item is my sunglasses! Whether you’re going on vacation or going to a weekend festival, a stylish pair of sunglasses is a must! I take my **REFLECTIVE FRAMELESS SUNGLASSES** everywhere I go!”

- Balmore Aguilar
CUSTOMER CARE MANAGER



OUR FAVORITE ESSENTIALS FOR SUMMER

“Everybody needs a little sunscreen in the summer! Our **1.9 OZ. SPF 30 SUNSCREEN IN CLEAR BOTTLE WITH CARABINER** is the perfect size and the carabiner is perfect for clipping to my purse and is super handy. This sunscreen is the perfect little giveaway for any summer event. I would definitely recommend this for anyone who will be spending a lot of time outside.”

- Meera Shah
RESOLUTIONS SPECIALIST

“My favorite AnyPromo item is the **24 OZ HOT & COLD CELEBRATION TUMBLER**. I absolutely love the confetti lined acrylic walls! Not only is this tumbler super stylish but it also keeps my cold drinks cold and hot drinks hot. The large press-on lid and straw make it perfect for any beverage. I would highly recommend this item if you are always on the go or outdoors!”

- Jorgina Morales
PRICING SPECIALIST



“One of the most useful items that I find myself using everyday is our **PUZZLE CONTAINERS**. This set comes with four containers in sizes from 33.8 oz, 9.8 oz, and two 4 oz containers that slide and stack on each other which makes it great for packing lunch! They are freezer and microwave and BPA free! These are great for those who are into meal prepping and those who love leftovers like me!”


- Taylor Cano
RESOLUTIONS SPECIALIST





*CAN YOU
SPOT ALL 5
PROMOTIONAL
PRODUCTS?*

SHARE YOUR STORY WITH US ON OUR SOCIAL MEDIA!



Laura Neiswonger
May 31 at 7:03 AM · 🌐

AnyPromo thank you for doing such an awesome job on my promo items! These will do perfectly for my vendor show!
#mypromostory





Andersen Plumbing
@AndersenPH

I love [AnyPromo.com](#)! Great selection and what Middle Schoolers don't love frisbees and yo-yos!
#MyPromoStory





Mossy Ledge Spirits
Page Liked · April 22 · ⚙️

Just got in our reusable plastic cups from AnyPromo for customers to take outside. No broken glass and reusable ♻️. Happy Earth Day. 🌍
#MyPromoStory #mossyledgespirits #makeminefrommaine





prideplumbingofrochester :

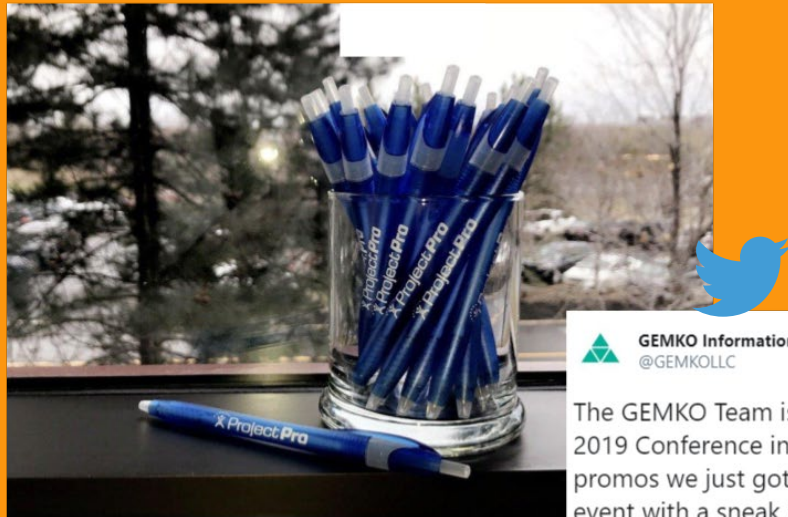
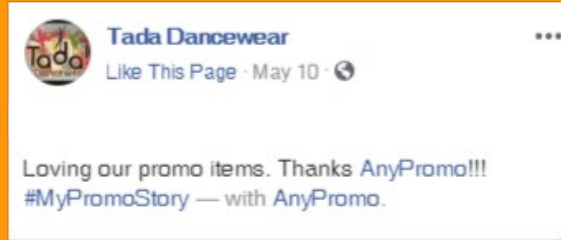
usStop by our tent at the first run in @yellowjacketracing's RUN585 series this Wednesday at Genesee Valley Park! We will be at all 3 races giving away some awesome swag, all endorsed by our mascot @charlieblazerthedoodle! 🐕 Not running in the 5k? You can still stop by to say hi!! Bring a picnic, friends, and family & enjoy the live music as you cheer on the race finishers!



SHARE YOUR STORY WITH US ON OUR SOCIAL MEDIA! (CONT..)



doggievipmiami #mypromostory
@anypromo amazing products and
incredible service



smittytooooo WLP Safety Committee
is Health Fair ready! #slothing
#slothgang #mypromostory



GEMKO Information Group LLC.
@GEMKOLLC

The GEMKO Team is getting ready for @DirectionsNA 2019 Conference in Las Vegas! Check out the great promos we just got in that we'll be giving away at the event with a sneak peak of our customized pens, courtesy of @AnyPromo #MyPromoStory



WANT TO SEE YOUR LOGO ON OUR TOP ITEMS?
REQUEST A FREE VIRTUAL CATALOG TODAY!

SHOP NOW ▶

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