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My favorite item from AnyPromo is the Otis Ceramic Mug. This stylish two-tone mug is perfect for my morning cup of coffee! I love the ceramic feel and how this mug is dishwasher safe. This mug hold just the perfect amount of coffee that I need for my daily pick me up! ••

BALMORE AGUILAR
CUSTOMER CARE MANAGER





I love to travel during the holidays and I won't go anywhere without my **Thule Stravan Backpack**! It holds everything I need for weekend trips and getaways. My favorite thing about this backpack is that it has dedicated technology storage that can expand or compress to accomodate all my gear! ••

ALYSSA KLEINPELL
CUSTOMER CARE REP

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 Hwareness Month

- 1-5 Mental Illness Awareness Week
- 2 National Custodial Worker's Recognition Day
- 4 National Golf Lover's Day
- 16 National Boss's Day
- 17 Get to Know Your Customers Day
- 31 Halloween

JOVEMBER MOVEMBER

- 5 National Doughnut Day
- 11 Veterans Day
- 13 World Kindness Day
- 16 National Button Day
- 27 National Day of Giving
- 28 Thanksgiving Day
- 29 Black Friday
- 30 Small Business Saturday

DECEMBER

AIDS AWARENESS MONTH

- 2 Cyber Monday
- 10 Human Rights Day
- 19 National Hard Candy Day
- 21 First Day of Winter
- 25 Christmas Day
- 31 New Year's Eve

PROMOTIONAL PRODUCTS FOR Q4

Q4 is upon us and it is time to get ready for the holiday season! It is the best time to check your budget for any money left over, and get ready for your seasonal events with the perfect products.

DID 400 KNOW?

Almost 75% of Americans will purchase Halloween decor.

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? Giveaway a **DIVA VANITY BAG** with your logo on it and a pink ribbon! Remind others what Pink awareness is all October long! This toiletry bag is a huge hit in our Pink Awareness section!



Item# 693025





Item# 605070

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!



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 **PIE & DESSERT SERVER** 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 **SPAN 1200 MAh POWERBANK** is a great item to hand to your customers on these busy days! Keep your customers fully charged and ready for a long day in the holiday season!



Item# 751320

FRE 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 **PACIFIC STAINLESS STEEL TRAVEL DRINKWARE SET**. What's better than giving away an item you know your employees will love?



Item# 666470



Item# 704370

...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 **Field & Co.® Cambridge 17" Computer Backpack.** This item is perfect for commuters and locals alike! It's a great backpack that can be used for anything. Your employees will love it!



Item# 748812

HAPPY HOLIDAYS!

Our most popular items during Q4 are our ornaments! One of our most popular ornament is the **SHATTER RESISTANT FLAT STAR 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 2018, Average number of holiday gifts expected to be purchased by U.S. consumers is 15.

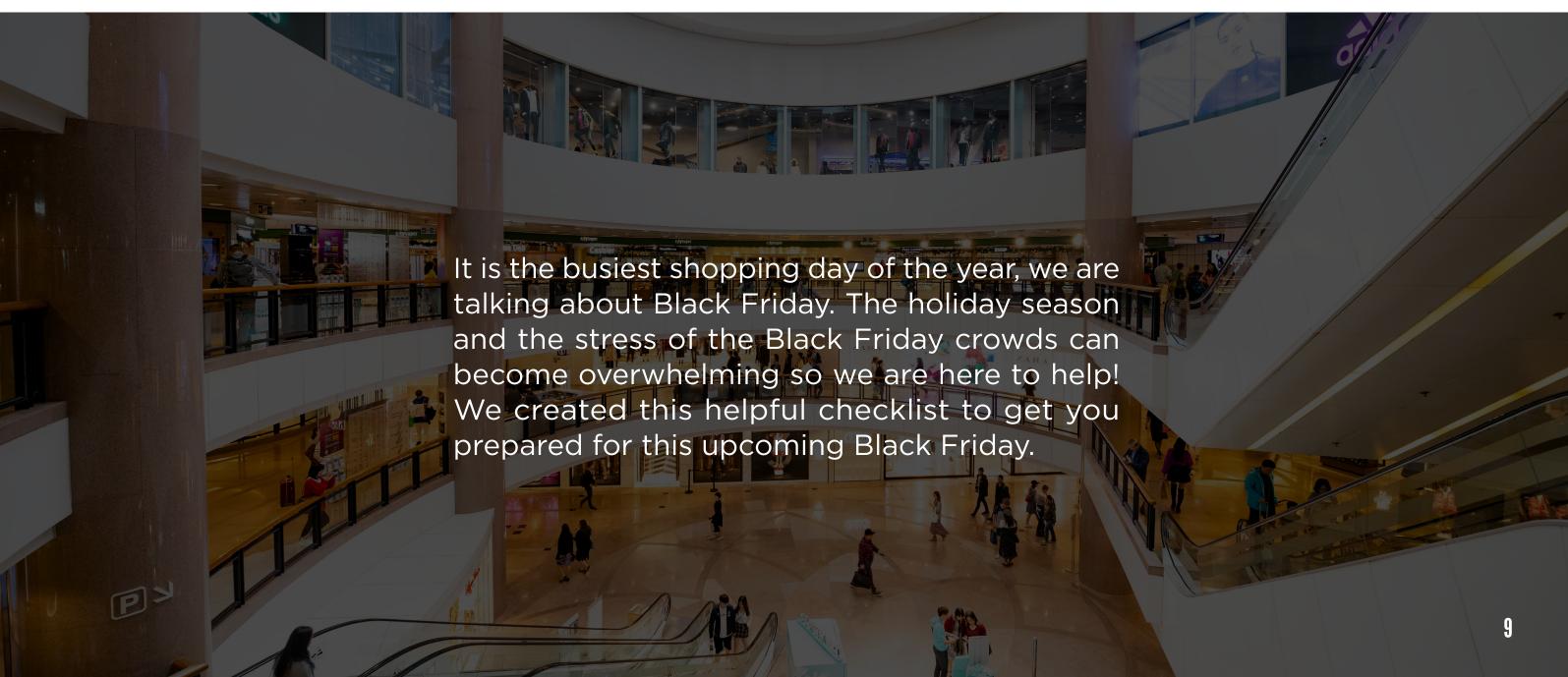
GET IN ON THE FUN HOLIDAY MARKETING

Not only are ornaments big during Q4, but also our HERSHEY KISS SINGLES! 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# 687292

YOUR BLACK FRIDAY CHECKLIST



HERE IS THE ANYPROMO BLACK FRIDAY CHECKLIST FOR SUCCESS:

When preparing for your Black Friday marketing consider making a detailed plan. What is your strategy? Will you be doing email marketing, influencer marketing, social media marketing, contests, giveaways, sales, or promotions? Which items will be on sale? Will you be having a sitewide or storewide sale? The key to having a successful Black Friday is to have all your marketing plans scheduled and ready to implement. Do your research and make sure your plans are achievable. 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 Be properly staffed! During the holiday season, especially Black Friday, many businesses hire seasonal staff to help accommodate the crowds. Having a well trained, friendly staff can really help with this busy time of year. Depending on the size and amount of traffic you expect to have should help determine how much extra staff you may need.



Ensure your store or website can withstand the demand. If you plan on offering some amazing deals chances are you will get more traffic. There is nothing



worse then bringing in customers and finding you are unable to handle the demand. It is important to test your website to make sure it can handle high amount of users and orders. If your not online make sure you storefront can handle high foot traffic, setting up lines and keeping the store organized can help keep the order during the mayhem.

When the day comes make sure you have enough inventory. Do you have a top item you know will sell really well? Make sure you get enough stock for Black Friday. It is always safer to have more than less. You do not want to sell out quick and miss out

on making a sale. Have a successful sale by stocking all of your top items!

Entice your customers with a free giveaway! There is no better way to get into the holiday season by giving out gifts. Offering a reward or giveaway to those who shop at your business is a great way to leave a good impression. Free gifts can help create a positive experience, attract new customers, create a memorable moment, and simply make someone happy. Try something new and get creative with you giveaway.



Hopefully you feel more prepared for Black Friday now thanks to this checklist. So get out there and start preparing now!

GIFT IDEAS FOR YOUR EMPLOYEES CUSTOMER!



Item #744600



Item #726178



Item #767509



Item #767586



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 employees feel recognized for their work!









П

4 OUT OF THE BOX IDEAS FOR YOUR HOLIDAY PARTY FAVORS

We know how much pressure there is in planning the perfect holiday party for your employees. You want your guests to have a fun and memorable time because you are doing this to show them you care. Yes, you may have the theme, food, drinks, and entertainment all good to go, but you may be missing one thing. Creative and thoughtful party favors for your guests! Having a custom gift or favor for you employees will truly show how much you appreciate them. Give your guests a night they'll remember with a fun and creative party favors they will appreciate.



THE PARK POLYESTER FLEECE BLANKET

Give you guests something they won't throw away! These cozy fleece blankets are a perfect gift for the winter season. Your employees will be so happy to have these snuggly, soft blankets to take home after a night of fun with their friends.

8.5 OZVINA STEMLESS FLUTE

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



Item# 634816

4 CHOCOLATE RUFFLE GIFT BOX

Send your guest home with a sweet treat! Give away a personalized chocolate truffle gift box at your holiday party! This tasty giveaway is something everyone will enjoy and appreciate. If you want a unique holiday party favor, this is it!





Item# 767597

HOLIDAY HEMED HOULT COLORING BOOK

Get really creative with these holiday themed adult coloring books! Adult coloring books are a hot new trend that many people enjoy to help relax and focus. Giving away these adult coloring books at your holiday party allows your employees to embrace creativity and is also fun. This is a gift that everyone will remember and is sure to bring a smile to their faces.

GEARING UP FOR 2020



With the start of Q4, it's time to get ready for the new year. It is important to get ahead of you 2020 marketing plans. Having a detailed plan of your 2020 marketing plan is a great way to having a successful year! To help you achieve your marketing goals we came up with a few handy tips to help you get started.

HERE ARE JUST A FEW TIPS TO HELP YOU PLAN OUT YOUR MARKETING STRATEGY.

Analyze what didn't work in 2019

It is always good to look back on your previous campaigns from 2019. Try to find out what marketing strategies did not perform will and learn from your mistakes. Can you see what went wrong? How can you make it better? These are good questions to ask yourself when you find campaigns that were not successful. You should always want to be improving, learn from the past and start 2020 with a head start.



&UCCESS FROM 2019

Don't just look back on the negatives, try to find what were your most successful



campaigns in 2019. What outlets worked best for you? Did you have successful social campaigns? Was email marketing a huge hit? Make sure you know which campaigns performed highly in engagement rate and conversion rate. Do what worked and try to improve it, capitalize on previous success.

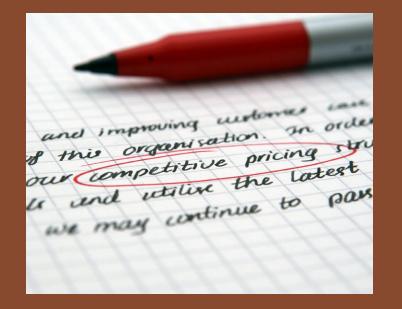
Look for rising trends

With the new year comes new trends. It is important to keep up with current trends and How your customers will change. Also know what changes are happening in your industry. You should also have your finger on the pulse and constantly be learning. Try to be ahead

of trends if you can, being the first one on something new can lead to big success. 2020 will bring all new things so just stay on top of it.

ESTABLISH YOUR GOALS FOR 2020

Be sure to set your goals for 2020. What are you looking to accomplish in 2020? Do you want to increase your revenue by 20%? Do you want higher engagement across social media? Are you planning on expanding? These are the types of questions you should be asking when setting your goals for 2020. Setting goals is always exciting but remember to make your goals specific, measurable,



achievable, relevant, and timely. Do not try to overreach or set impossible goals, make sure you can actually reach your 2020 goals.

BE DETAILED AS POSSIBLE

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? Having a detailed and well organized marketing plan can make a huge difference in having a successful 2020.

Now that you can confidently plan your marketing for 2020, don't forget your promotional products to reach your full marketing potential. We got you covered in having a successful 2020!

WHAT CUSTOM ITEMS ARE GREAT GIVEAWAYS FOR THE HOLIDAYS?

This black and gray plaid picnic blanket is amazing! It great for cuddling up or take it out for a picnic! My favorite thing about the **Custom Roll-Up Picnic Blanket** is that it is water resistant, so your blanket wont get all soggy after a nice picnic on the grass!

MARIA GAMBOA
CUSTOMER SERVICE SUPERVISOR



When I start to pack up for my holiday vacation I always use my Madeline Guilted Weekender Bag. This bag is great for weekend trips because it can hold so much! I am not a lighter packer so I love how much space I have with this bag and the classic design is a plus. This a must have item if you love to just get away for the weekend!

AYLOR CAMO
RESOLUTIONS SPECIALIST





A great giveaway item during the holidays is the **Ugly Sweater 8" Rag Bear** 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!

JULIA SILVA
EMAIL & SOCIAL LEAD



I love to decorate for the holidays! This is why I think our debossed leather ornaments are a great gift! These ornaments come in 6 leather colors including black, white, tan, slate gray, and distressed brown. We also offer many shapes including **Snowman, Star, or Tree**! I love how all these ornaments look and the great thing is the are all made in the USA! You can never go wrong with holiday ornaments!



CAN YOU SPOT ALL 5 PROMOTIONAL PRODUCTS?

NEW YEAR RESOLUTION: GOING ECOFRIENDLY.

"Progress is impossible without change, and those who cannot change their minds cannot change anything." George Bernard Shaw

With 2019 coming to an end it is time to look forward to 2020. With the new year comes new goals and new plans so we are here to help you make you new years resolution for 2020. If you really want to bring you business to the next level in 2020, make your business more eco-friendly.

Choosing to make your business eco-friendly doesn't just help with the climate, it can also increase employee productivity, save you money, decrease your impact on the planet, and make your brand stand out. It may be a little intimidating, but being more eco-friendly is a lot easier than it sounds.

To help you make your business more ecofriendly we created a list of ways your brand can start to reduce its carbon footprint.



New Year Resolution: Going EcoFriendly.

1. Green Energy

One of the biggest impacts on the planet is all the wasted energy. There are many simple steps you can do to change your energy waste at your company. Simple steps to start could include utilizing natural light instead of using artificial lights. Installing light timers in the office to automatically turn off lights when they are left on can also help. If you really want to take it to the next level you can choose to an alternative energy source. Switching to an alternative energy source like solar not only has environmental benefits but can also save you money. If you don't know where to start you can get an energy audit





for your business. Nearly every state has nocost business energy audits that will help companies replace old light bulbs, update heating insulation, seal drafty cracks and leaky pipes.

2. REDUCE AND REUSE

There are many ways you can help the environment in your workplace by reducing, reusing, and recycling. If you are able, one way to reduce waste is by going paperless. With the power of the internet it is much easier to use less paper and do more things digital. Some practical ways of going paperless include offering email receipts, sending

meeting note electronically, offer paperless billing, and much more. You can also make a change by using recycled and reusable products. Investing in recycled paper, giving out reusable bottles for staff and customers, or using green cleaning products are just a few simple things you can do.

3. GREEN EAM

If you really want to make an impact on the environment start by implementing an ecofriendly lifestyle in your company culture. Try to incentivize your employees to go green with implement eco-friendly programs. Things like encouraging carpooling among



the team, provide recycling bins in the office or even embrace a remote work environment. If you can get your team excited about the changes it will make the process of going green easier. Try to make it fun and interesting that way your team will be onboard to make a difference.

4. FCOFRIENDLY MARKETING

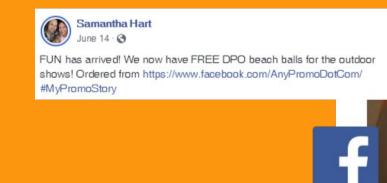
Did you know that there is a large untapped market available for your business? When you start to make the change to an ecofriendly business model it greatly changes your brand identity. Not only are you helping the environment, but you can also grow your business. Use this opportunity to start using eco-friendly marketing. Dedicate a portion of your marketing plan to eco-friendly marketing campaigns. Promotional products are a great place to start when planning your eco-friendly marketing campaigns. We offer many ecofriendly products like our wheat collection. All these products use wheat fibers as an alternative material composed of reclaimed stalks from harvested wheat making them renewable and sustainable.

SHAREYOUR STORYWITH US ON OUR SOCIAL MEDIA!











uDOronRON



SHAREYOUR STORYWITH US ON OUR SOCIAL MEDIA!





GET FREE GROUND SHIPPING. FREE SAMPLES. REWARDS. AND MORE!

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