

Promotional Product Buying Checklist

1 Purpose

- ☐ Do I know who my target audience is?
- ☐ Do I have a set goal or objective?
- ☐ Can I answer in a single sentence what the purpose of these products are?
- ☐ Is there anything I can do to synergise with other marketing campaigns? (Announce on social media etc.)
- ☐ Do I have a way to get feedback from recipients on the products I give?

2 Price

- ☐ Do I know what my maximum budget is?
- ☐ Do I know how many products I require?
- ☐ Do I know how much I want to spend per person?
- ☐ Is there other printed material I want to include with my products?

3 Product

- ☐ Does the product match my brand image? (Luxury/fun/eco friendly etc.)
- ☐ Is the product available in a colour that matches my brand?
- ☐ Will every person be receiving the same product? If not do I know how they will be divided?
- ☐ Is this product practical/useful for the recipients?
- ☐ Have I considered how the product will be distributed? (In person, by mail etc.)
- ☐ Do I have a deadline I need these products need to be in my hands by?
- ☐ Do I have a plan if there is leftover or not enough products?

4 Presentation

- ☐ Do I know what I want decorated on the products? (Brand logo, phone number, call to action)
- ☐ Have I considered quirky/creative options if it fits my brand?
- ☐ Is the decoration area large enough to effectively display my logo/call to action?
- ☐ Do I know what decoration type I want? (Print, laser engraving etc.)
- ☐ Do I have my logo available in a Vector format?

Unsure the answer to one of these questions? Speak with a branded merchandise expert on 1300 303 717 that can help you maximise your promotional merchandise.

Visit promotionproducts.com.au or send an email to us at sales@promotionproducts.com.au to get started.

