

Marketing and Sales in the Promotional Products Space

A high overview to consider for the small supplier company.

By Eric Johnson, MAS
Promo-Scout, LLC
eric@promo-scout.com

- General: “look and feel of the company” – what is the Company Brand? Company Story?
 - Vision of Company now and in the future – is there a tag line to explore?
 - Is there a Brand Guidelines already setup. If not, this should be on the To Do List
 - Routine review of success and failures throughout the year
 - Budgeting and deployment of budgets allocated - consistent with expectations.
- Web site – in today’s climate, this is one of the most important aspects of a supplier’s marketing and sales efforts. Some aspects to review:
 - What is a Company’s tech staff like – are there in-house resources or external sources?
 - Is there Blog and/or Vlog capabilities?
 - All products and descriptions are accurate.
 - Is there live or real time inventory to consider?
 - Good product images – various sizes.
 - Detailed ordering information/pricing – accurate.
- Digital Transformation – what are the digital integrations capabilities with external sites - both already integrated and future integrations?
 - This goes to an aspect of marketing the Company’s Capabilities in a growing e-commerce marketplace
- Industry Search Sites – Listings – complete and accurate
 - SAGE Sites
 - ASI Sites
 - Distributor Central/OMG
- Industry Search Sites – Advertising and allocation of spend
 - SAGE Sites
 - ASI Sites
 - Distributor Central/OMG
- Digital Communications
 - Email Blasts – general
 - Email Blasts – targeted
 - Text Messaging
- Collateral Material – digital and physical
 - Main Catalog
 - Supporting Catalogs – seasonal, gift, vertical markets, etc.
 - Flyers – MLR and Key Account material
 - Flyers – segmented (buying groups, large distributors, etc.)
 - Flyers – digital for distributor decks
- Marketing Campaigns – specially designed for small scale
 - Lumpy Mail – boxes or products
 - Specials to segmented groups

- Video Campaigns – email
- Social Media
 - Facebook Campaigns – with regular postings of various content
 - Instagram Campaigns – with regular postings of various content
 - LinkedIn Campaigns – with regular postings of various content
 - SnapChat Campaigns – with regular postings of various content
 - TikTok Campaigns – with regular postings of various content
- Tradeshows
 - Coordinate consistent message/brand across all tradeshow attendance – Corporate/Key Acct/MLR
 - Pre-Event and Post Event materials to be utilized by sales force
 - Size of Tradeshows
 - Geographic location of tradeshows in relations to shipping point and customer clusters – analysis of effectiveness of each tradeshow
 - Tradeshow logistics
- Sales Efforts
 - Direct Sales Calls – not related to a tradeshow
 - Virtual Sales Calls - not related to a tradeshow
 - Territories – customer vs geographic
 - Compensation for those performing sales functions
 - Goals and Expectations – non-closing ability from supplier perspective, numbers expectations
- Products – from customer facing perspective
 - Mix of products
 - Specialization of items
 - End Buyer Case Histories
 - Sample Policy – specs and random
 - Pricing – rebates and volume pricing (customer specific)