

How Branded Giveaways Improve your Business

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Branded giveaways are a great way for businesses to build their brand and improve customer loyalty. They can be as simple as branded pens or t-shirts, but they should be carefully planned out in order to maximize your company's image. In this blog post, we'll cover what these products are, the benefits of giving them away to customers for your brand, examples of the wide choice of different giveaway ideas and some tips on how you can use them in your marketing campaign.

What are branded giveaways?

They are a variety of items that you give to your customers for free as a promotional tool. These gifts can take the form of pens, shirts, hats and other types of promotional products. When companies want their branding to stay top of mind with potential clients and new customers, they may provide free branded goods like pens, keychains, or water bottles.

There are two types of promotional giveaways. One is the kind that you see at a trade show, where everyone who attends receives a free item to keep as their takeaway. The other type has more value for the recipient and can be customised with a company logo or messages before being distributed in mass quantities. These items could be branded apparel, such as hoodies or polo shirts.

When you give away something that is a high value item, such as branded apparel with your company logo on it in an embroidered font, people are more likely to talk about what they received. The promotional items can also be used over and over again for years if cared for properly.

Benefits of giving away branded products

1. They increase brand awareness by engaging customers with products they enjoy
2. Build customer loyalty by rewarding repeat purchases
3. Brands are becoming increasingly more creative and giveaway products can be a great way to keep your business in the minds of potential new customers, engage current buyers, or reward those who are already loyal to you. All this by the item displaying your company logo and brand name

4. Promotional giveaways are another way to build your business and will help you stand out from the competition by giving customers a tangible reminder of who you are and you will become more memorable to the customer.
5. Giveaways are a great way to incentivise your customers
6. Promotional giveaways can be used in many different ways, including as incentives for referrals, contests, or even just as an alternative to discounts
7. There are many types of giveaways you can use - swag bags with items like pens and t-shirts or gift cards that last long after the giveaway is over
8. Giving away branded merchandise gives people a chance to show off their love for your company on social media
9. You don't have to spend much money when it comes to giveaway items - there are plenty of inexpensive options available

Giveaway ideas

Stylus pen: These are typically inexpensive and can be engraved with a logo or small message. Stylus pens work like ballpoint pens but with a finer point for sketching or writing, making them the perfect product for artists and students

T-Shirts: These are a classic and go-to giveaway when targeting school and university students. College kids are pretty much always in need of a new t-shirt, so they make for the perfect item to promote your brand

Badges: Badges can be made with any logo or design by using different colours or materials like metal. These buttons can then be attached to clothes people wear

Baseball caps: These hats can be customised with different colours and logos, which is perfect for promoting brands that have a specific colour in their logo.

Men's wallets: Wallets typically come in leather or synthetic materials like nylon so you can choose the best option to match your brand. They also come in a variety of sizes so you can choose the best one to match your budget

Tumblers: A popular promotional giveaway item. They can be customised with logos or other graphics and are a great way to promote your brand, especially if you use them as an incentive for business partnerships

Water Bottles: Another popular piece of promotional merchandise for your logo, especially if you're looking to give your customers something they can use and keep hydrated

Custom Lanyards: Lanyards are a great giveaway for customers to show off your brand. You can customise them with logos or other graphics and they're inexpensive, making it easy to hand out at events

Laptop cases and sleeves: A laptop case is another great product to promote your business. They're good for both men and women, which makes them especially versatile.

USB sticks: Are an inexpensive branded technology product that is perfect for trade shows and conferences. You can easily set up your own promotional messaging and have the USB sticks branded with your company's logo.

Pens: Companies often use pens as a giveaway because they're inexpensive, practical, and useful to many people

Keyrings: Inexpensive giveaway option and they promote your company's brand on items that people actually use on a daily basis

Power banks: Power banks are a great way to promote your brand because they're often used on-the-go

Sunglasses: Giveaway sunglasses with imprinted branding of your logo can make you stand out in any type of crowd and event setting, which is perfect for summertime events or outdoor festivals

Luggage tags: Luggage tags are a low cost and effective way to promote your brand. They're seen on a person's bag where they will be travelling which is perfect for events geared towards travel, holidays or even just general outings with friends and family

Soft toys and Teddy bears: They can be branded with your company logo and can be an inexpensive giveaway and used as a reward for children who finish their homework or other tasks

Reflective safety badges: Reflective safety badges can be used as a giveaway for children, runners, bikers or hikers who want to keep themselves safe on the go

Notebooks: Can be branded with your company logo and used as giveaways for businesses who want to present themselves in the best light.

Branded sweets: Are popular giveaway for a whole range of events such as exhibitions and festivals. They can be a branded box of mints.

Customised stress balls: These can be given away at conferences to help relieve the tension of those long days

How can you use promotional giveaways in a marketing strategy?

For marketing managers, promotional giveaways can be a great way to promote new products, gather customer feedback and loyalty and feature importantly in any marketing campaign.

Promotional items like t-shirts with your company logo or key chains for the latest product are inexpensive, yet effective marketing tools that should not be overlooked in any marketing plan. Promotional items are also valuable when used as part of an online contest or in a competition within the organisation where they are given out as prizes to the winners.

If the promotional giveaway is given to a customer, they would have something that reminds them of you every day. This has an emotional connection and makes customers feel as though your company cares for their needs

Promotional giveaways are also used by businesses who want to give back or raise funds for charity. A campaign like this will get more recognition and exposure to the wider community.

Trade shows

As part of your marketing activity trade shows are a great way to generate leads and grow your business prospects, but the more you do to connect with those attendees at these shows the better. One of the best ways is by giving out gifts like notepads, pens or t-shirts branded with your company's logo.

When trade show attendees have something in their hand they remember your company. They can keep that pen or notepad in contact with their knuckles for a few hours, and see it every time they use it. It's an investment upfront, but the return on investment will be worth the cost!

The more memorable you are to these potential customers at trade shows, the better chance people have of contacting you in the future and becoming your customer.

Trade show giveaways

Trade show giveaways ideas for 2021

1. **Hand sanitiser** - branded with your logo, they come in a variety of sizes from 10ml, 20ml, 50ml and 100ml and easy to carry around
2. **Face masks** with your artwork, everyone has to wear them at the moment so why not use the opportunity of maximising your brand exposure on the front of the mask
3. **Keyrings** are one of the main trade show giveaways, everyone needs one and they will always be in contact with your company logo

4. **Pens** - people use pens all day long so something branded is perfect for them to keep using at their desk or while talking on the phone
5. **Notepads** - A classic item that can't go wrong for a promotional giveaway is branded stationery. When trade show attendees have something in their hand they remember your company. They can keep that notepad in your pocket or backpack and use it every day to remind them of you.
6. **Phone Wallets** - People love phone accessories, so if your goal is to make the most impressions possible on prospective customers, employees, or wingmen, promotional phone wallets are an excellent investment.
7. **Tote bags** - A list for trade show giveaways wouldn't be complete without tote bags, as custom totes have been the go-to option for promotional bags for years. That's because totes can easily hold all your trade show swag and they're perfect for an embroidered logo or custom design.
8. **Lip Balm** - One of the most popular giveaway items is lip balm, which has a great shelf life and can come in different flavours.
9. **Branded cupcakes** - A delicious giveaway that will never go out of style is a custom branded cupcake. Cupcakes are perfect for trade show giveaways because they can be customised with your company's logo as well as the flavour and frosting colour you choose.
10. **Custom webcam covers** - Another fun giveaway that's perfect for trade show giveaways is a custom webcam cover. Webcam covers are often overlooked and unappreciated, but they're an awesome way to promote your business while you make Zoom calls.

Build Brand Awareness

If you're looking for ways to build brand awareness and loyalty, then promotional giveaways are worth considering. They allow your company to engage with current customers or potential new buyers by providing a tangible reminder of who you are - something that is far more effective than simply placing ads in the newspaper or on TV. And if all this sounds like too much work? Simply contact us if you want to find out more about giveaways and products for your business or organisation or if you would like some campaign ideas for your next event.

You can also order these event giveaways through our website. You can reach us at sales@merchandisebranding.co.uk or call us on 0330 1139774 and we would be delighted to help.