

Christmas is the season of goodwill, giving and saying thank you to family, friends and customers. The British Promotional Merchandise Association ran a promotional products week campaign in October this year, stressing the importance of “thank you” in creating memorable business relationships. People you know well, who appreciate your services and who provide your regular supply of business, can be your advocates in the new year ahead. Give them something relevant, practical and exciting to remind them, to tell others about you and expertise. Here are five fabulous, high perceived value, promotional products that every business should consider using to help get themselves on the road to more recommendations, referrals and repeat business.

The Prestige Promotional Pen

To make an impression at Director level then a plastic biro is not going to do the right job. However, a bit of gift boxed exclusivity can become a very desirable gift from brand names like Waterman, Cross or Parker, promoting a memorable, emotive response from the recipient. Engraved with a discrete reminder of your business, a pen such as the Parker Urban Premium Ballpen can become a cherished gift for life. See the range of Parker pens available for branding at <http://www.ad-options.co.uk/shop/parker/>



Parker Urban Premium Ballpen

The Perfect Pocket Notebook

With smart phone battery life being unreliable, and many people finding it quicker and more convenient to take notes, the pocket notebook is seeing a resurgence in popularity as a practical business gift. To cut the mustard with a senior buyer though, then a premium brand can ensure retention and use by your key contacts. The Moleskin brand is that famous touch of luxury that can make high quality, real “must have” gift. Your brand is in your customer’s pocket or on their desk for repeat exposure and reminder of what you can do for them. Moleskin notebooks are available in a range of sizes, many colours and with hard or soft covers, to create something to target your key contacts. Check the promotional range here <http://www.ad-options.co.uk/shop/moleskine/>



Pocket notebook by Moleskin

The Top End Travel Mug

For key executives on the move, particularly in fields such as outdoor events, construction and engineering, then a travel mug will put your brand in their hands. Contigo is a leading brand offering excellent design, ease of use and large print areas to cement your services in a client’s memory. The Byron model with Snapseal technology will impress even the most demanding of contacts. Why not ask for recommendations, referrals and reviews as you had one over? Find out more about the range here <http://www.ad-options.co.uk/shop/contigo/>



Byron travel mug by Contigo

Wonderful Water Bottles

There are many variations of the sports water bottle available as printed gifts but again Contigo have the executive version designed to impress. To keep the busy executive refreshed, the Ashland water bottle with Autospout technology offers a premium practical product with all the qualities to impress your customers. This is a great way to say “Thank you, take care of yourself, we appreciate your business.” Again the large print area puts your brand in their hand for a long time to come. Check out the Contigo Ashland here: <http://www.ad-options.co.uk/shop/view/dr1623/contigo-ashland-water-bottle>



Ashland water bottle by Contigo

A Beautiful Business Bag

Christmas is also a time to say thank you to key staff and you can promote team spirit at the same time. A product such as the Capital Laptop bag can make people feel appreciated, valued and promote loyalty in the coming year. A practical and desirable accessory that sees your logo go everywhere with your team when visiting clients, networking and commuting. Key IT customers may also appreciate this useful thank you gift. Find out more here <http://www.ad-options.co.uk/shop/view/ba1660/capital-laptop-bag>



Capital laptop bag

Whatever way you choose to say thank you to your customers, business gifts can be the catalyst to future interaction. They create goodwill in the moment of giving, they hang around until a need for your service arises and you can highly target who you give them to, so there is little or no wastage of your precious marketing budget. So start the road to more referrals, repeat business, reviews and recommendations in 2018 by showing your appreciation for this year's business this December.

Stephen Ward is happy to add quotes and further explanations. Call 01772 429111, email steve@ad-options.co.uk or visit: <http://www.businessgiftuk.com/>

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