

## WHAT DO WE DO?

Publish a monthly email newsletter to your contacts the first Tuesday of each month

Customized with your logo & contact info

Includes client safe news

EQP pricing from participating suppliers

## HOW MUCH DOES IT COST?

Yearly subscription \$600 (\$50/month)

Monthly subscription \$60

One time \$50 setup charge

Cancel anytime with 30 days written notice

Price includes 500 email contacts.

Each additional 500 contacts add

\$15/month or \$144/year

## HOW DO I SIGN UP?

Go to [PromoSocialPost.com](http://PromoSocialPost.com) & click SIGN UP in the menu, call (650) 966-7810

or scan this



Provide us with your contacts & logo

Focus on selling promos & running your business while we do all of the work!



## BRANDED1ST.COM

Education Healthcare Corporate Team

### DID YOU KNOW?

#### The Pandemics Impact On The Promotional Products Industry

Overseas and domestic manufacturing are dealing with many challenges brought on by the pandemic. Labor shortages, transportation delays, low inventory and increased costs have hit the promotional industry hard. On top of that port congestion adds a further challenge.

Be flexible with several different options to choose from. Before the pandemic, you would receive a number of merch options and once you have made a decision to move forward delivery would be just couple weeks away. For now, those days are gone. It is recommended to choose a few options you would be happy with enabling us to confirm availability and lead times. Sometimes the items may be out of stock for weeks to months. Other times the items may be in stock, but the supplier has long lead times due to higher than normal demand and/or labor shortages. Giving us a number of options that will work for your project increases the likelihood of an on-time delivery.

Consider stocking up on frequently used promos. What is available today may not be available tomorrow. Not only will this help insure that you will have the SWAG when needed, but it may also help you save money in the long run. Price increases typically occur at the beginning of the year, but since the pandemic started it is common for multiple increases during the year.

### CASE STUDY

While all promos are technically customized, true custom products take it a step further. Rather than simply adding a company name or logo to a stock product, custom products are created entirely from scratch the client's end-goal in mind. Since custom promos are made unique for each client, your customers know their competitors will never be able to provide the same goods.

For this custom project, allergy medication company Xyzal 24-Hour Allergy was looking for promos that would help drive prescription sales of their product. To accomplish this, a one-of-a-kind plush toys in the likeness of their mascot, a distinguished doctor owl being prominently displayed in their television and print advertising. To make these plush toys even more effective, a sound chip was added so that when squeezed, the owl would "speak" three different audio clips of Xyzal's core marketing messages.

Pharmaceutical sales reps were encouraged to leave behind these plush toys on their office visits to reach an even greater audience, as end-users would be excited to engage with these promos and give them a squeeze themselves. The result? An 8% increase in Xyzal sales throughout their 6 month campaign.

### VIDEO OF THE MONTH



Have you ever been curious how lanyards are made from thread to the final product? This brief 2 1/2 minute video goes through the entire process for full color sublimated lanyards.

### FEATURED PRODUCTS



Hydration pack features 1 liter bladder w/shutoff mouthpiece.

Sale Price \$18.35



Leather portfolio with writing pad, card & paper pockets & pen loop.

Sale Price \$29.25



Phone holder, stand & cord winder with removable adhesive

Sale Price \$2.09

The Branded 1<sup>st</sup> Team

[www.BranDED1st.com](http://www.BranDED1st.com)

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