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New Product launch with Promotional Item by [Promotionalitems](#)

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One look at history of innovations suggests that there always is initial resistance to acceptance of the new concept. Product life cycle also suggests that anything that is new and has new attributes, that wants people to change their current habits will meet adaptability problems. Hence, any new product launch has to be done in such a way that it does not look like challenge current inhibitions of consumers. There are many ways by which new product can be registered in minds of consumers. There are many media options that can be used for marking your presence like television, radio, social networking sites, and billboards. Online marketing is also very much used now-a-days. But competition is so fierce that your AD might get lost in clutter of marketing campaigns. And with a new concept you need to have much share in consumers mind. Thus, you need to find some alternate way of attracting your clients. One very effective way of getting mind share of potential buyers is promotional items.

Gifting promotional items is not a new marketing tool and has been in use since long. Marketers have been using it in many ways. From gifting it to users of their current products to influential social groups, it has many variants. The quantity and ways of gifting can change depending on the type of product. In case, if your product is a food item, you can have small taste packets designed specifically for consumers of complimentary or supplementary material. One more way of getting your product on top of mind is having miniature versions. There are many products like a car or consumer durables where getting sample users is a costly proposition, many companies use small dummies to have new launch noticed. Small paper weights which have shape exactly same as the main product or many times key chains are also given to clients.

A company that is a new entrant in market needs to find a different strategy. This is because they are not having a regular client base for getting their product sampled. But this problem can also turn out to be blessing for them. They need to identify people who are initiators in a social group and motivate them to take a trial and then spread the word of mouth about the product. This can also be achieved by stimulated group trials.

With all the heavy weights in business slugging out for more and more market share, promotional products uk or trials can change the game for them.

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