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Promotional Items- Business Specific Promotional Items by [Mary Carterx](#)

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While in general any business can give away any kind of promotional items, there are some specific items that work best for specific businesses.

Making a point to use the promotional items that work best with your business can go a long way toward ensuring you get your money's worth from the promotional items you are using. A whole closet full of offbeat products will only do you so much good if they are not well received by those they are intended for. Taking the time to plan the type of promotional items and their venue of disbursement can make all the difference.

Some examples of promotional items that work best for some businesses rather than others include key chains, corporate gifts, change purses, and piggy banks. Pretty much, car dealerships and mechanics are the only ones that should be giving away key chains. They are only used so much anyway, and they fit in with the automobile theme well. While change purses and piggy banks are not as common, they really fit best in the financial world such as banks and credit unions. Some promotional products can work for any business, but may be customized to work better. Notebooks, for example, can work as promotional items for any business, but the shape can be customized. They can be made into a dollar sign for a bank or a car or key for a dealership.

It bears mentioning that some promotional items are event specific rather than business specific. A couple of great examples of these types of corporate gifts are fans and travel sized products. If you have a booth set up in the summer at an outdoor event, fans make great promotional items. If you are at an indoor conference, they may not make as much of an impression.

By the same token, small bottles of shampoo or lotion are great promotional items to give away at a conference where people are probably away from home, but they will not make as strong of an impact at a local outdoor event.

Basically, though most any promotional items work for any business, there are those that work better in certain situations and for certain businesses. The promotional items you use will work harder for you if you take this into account when using them. This will not only save money in the long run by having the corporate gifts you buy work to their full potential, but you will also have less waste.

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