Article published on January 12th 2012 | Shopping

When most people think about the more common types of promotional gifts handed out at expos or in branches of various businesses, pens, key rings and mugs will often come to mind. Of course, there are plenty of other types of corporate gifts or freebies offered to customers by many kinds of companies in this modern age, products related to computers being a good example.

One of the most important decisions to be made by someone given the task of distributing promotional gifts is the sort of product that will be used, taking into account a number of aspects of its design and overall usefulness. The distribution of well designed USB flash drives bearing the company logo is often the sort of promotional gift that is going to be effective.

Although a coffee mug is almost part of the furniture as far as most office environments and other work areas are concerned, not many staff that need to leave the office as part of their job are going to take their cup with them. With this small point in mind, issuing corporate gifts that tend to be with the recipient at all times is bound to be more effective. Promotional products that are attached to a company employeeâ€™s computer such as a memory stick or mouse may be a good idea.

Large corporations or even SMEs that feel it is time to implement a marketing campaign will often choose to do so when launching a new product or service. By taking the time to look at a number of options in companies specialising in the manufacture and distribution of a wide range of corporate gifts, marketing bosses should be able to make a good choice.

What some companies purchasing products to use as part of a promotional drive will often do, is make the mistake of buying extremely cheap items in order to cut down on costs. However, the use of a tight budget and the subsequent choices made for freebies is only going to backfire in most cases.

Consumers or prospective business partners are not going to be too impressed if they are given a promotional gift that either stops working or falls apart after a week or so. With the company logo clearly visible on a malfunctioning product issued to promote the firm, the desired effect of generating a positive image of the firm will be lost for sure.

Article Source:
http://www.articleside.com/shopping-articles/choosing-promotional-products-that-work.htm - Article Side

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Article Keywords:
promotional products

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