

5 QUESTIONS TO ASK BEFORE MAKING SWAG

Before buying a bunch of random promotional products, be sure to ask yourself the following 5 questions. It's important to use swag that will help you achieve your goals. It doesn't matter what you are using it for; trade shows, events, an incentive program, etc....do yourself a favor and ask these 5 questions:

1 WHO IS MY AUDIENCE?

Before selecting promo products (a.k.a. swag), you need to know who your audience is. Are they men or women? Young or old? What industry are they in? By answering these types of questions, you will understand your audience, which will help you decide what items to give. For example, it's probably not a good idea to give rollerblades to the elderly.



2 WHAT LEVEL OF QUALITY DO I NEED?

Your company's brand communicates a lot. When picking out your promotional items, you want to ensure that they match the level of quality of your products or services. It's not a good idea to pick an item that feels cheap or like it might break. If someone is using your cheap pen and it breaks, consciously or subconsciously, that reflects on your brand.



3 WHAT IS THE PERCEIVED VALUE?

The actual price of the custom apparel doesn't really matter. It could be \$.05 or \$100... what matters is the perceived value. If you are giving out a pen that's only \$.50, but people think it is a \$20 pen, then you've successfully picked out the right branded gear. When choosing swag, always think about how your audience will perceive the value of that product. You never want to hand out something that has little to no perceived value!



4 WILL THEY USE IT?

It's as simple as that... is this promotional item something people will grab and then five steps later, throw in the garbage? The whole purpose of giving away promotional products is to put your brand in their hands and expand your brand's fingerprint. If someone takes your promo products and quickly gets rid of it, you've wasted your hard-earned money. Be sure to choose items that people will want to keep, display, wear, etc... this is the definition of effective swag.



5 WHAT IS MY BUDGET?

We all operate on a budget and staying within that budget is very important. Knowing exactly how much you can spend helps your promo team know what types of items will fall in line with the four questions above. Swag doesn't have to be expensive, but understanding what you can spend will help you with your selection.

