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## 1.2.3. To Promotional Items

## Need help with promotional items? mrEmblem Inc. can help you from start to finish! Just follow these quick tips to get started...

- 1. Identify your market: Who is your target market? Do you have a wide demographic group or is it a concentrated more defined market?
- 2. Identify your product options: Which item or items will work best for you and help to grab your target market's attention? Here are some ideas for promotional items to order:
  - a. Apparel: T-Shirts, Hats, Jackets
  - b. Magnets, Lanyards, Flashlights
  - c. Totes, Coozies, Coolers
  - d. Pens, Pencils, Notepads, Sticky Notes
  - e. Mugs, Cups, water bottles
- 3. Identify the design/image on the products: Logo, Tagline, or event name? **mrEmblem Inc.** can help with this! We have in-house experts to assist with your every design need!
- 4. Identify your timeline and budget: When do you need the products and how much budget are you allotted?