



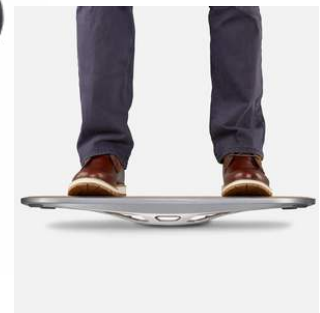
Choose the right promo for you.

The Why and the What: Industry Examples

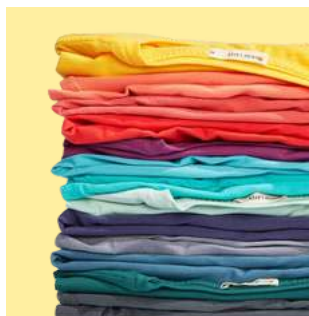
- **Tech and Startups:** Items high on functionality that make life easier align with a tech-savvy crowd's daily routine. What: Custom laptop bags, Find My Wallet Bluetooth tracker, wireless chargers, mini Bluetooth speakers



- **Fitness & Wellness:** Products that emphasize health, self-care, and an active lifestyle will hit the spot with this audience. What: Branded beach towels, Cork Yoga Mats, All Good Goop Skin Recovery Balm, Sealy Hot/Cold Massager Pro, Fluidstance Level Balance Board for Standing Desk



- **Eco-Conscious Consumers:** Brands that walk the walk, by showing a commitment to sustainability and corporate responsibility, really resonate with this target audience. What: Ethically sourced sustainable apparel, plant-based items, recycled stick-and-go patches and bamboo pins.





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Promo merch has a job to do—whether it's boosting brand awareness or driving leads. At PromoCentric, we're all about ROI and never lose sight of your bottom line. Creative swag is fun, but our focus is on delivering real, measurable results. Even the best products need a smart strategy to shine.

So, how do you make sure your merch delivers?

Maximize Impact and Conversions

- **Case Studies/Success Stories:** Before you pick your products, take the time to look at case studies or hypothetical scenarios where targeted merch led to increased customer engagement and sales.



- **Create a Memorable Experience:** Unique or limited-edition items can create buzz and encourage customer loyalty. It's not just about what's inside the box. Picture your customer unboxing your gift and think about how you can make the experience memorable.
- **Strategic Distribution:** Timing is everything. Whether it's at a trade show, during an online giveaway or at a corporate event, choose the right moment and channel to distribute your merch for maximum exposure.
- **Measure Impact:** Don't just guess whether your swag is working—track it. Your overall strategic plan should include metrics to gauge the effectiveness of your merch. Gather data from customer feedback, repeat engagement, website traffic, and leads generated.

