

# 5 Key Questions to Ask Yourself Before Ordering Print & Promo Products.



# Before ordering any promotional products for your company, ask yourself these five key questions.

## 1. What is my goal?

What is the desired result of this promotion? A new lead? A repeat sale? A new or renewed membership? Improved employee retention or workplace safety?

Is there a monetary value for the achieved goal? Defining a clear objective and establishing a way to track those results allows you to evaluate a promotion's success relative to the investment that you've made.

Describe goal(s) below.

## 2. What am I promoting?

Is the promotion for an event? A new company product or initiative? Have you used promotional products in the past? If so, what worked well and what didn't?

## 3. Who is my target audience?

What kind of product will the intended recipient likely use and appreciate? Is the recipient likely to be married, have children and/or pets? Do they travel frequently for work or pleasure?

Demographics such as age, education, income, occupation, and gender are helpful. The more demographic and lifestyle information you can identify the better when choosing a promotional product.

## 4. How many and how much?

How many people are you trying to reach and over what period of time? Is there a budget already in place for this promotion? This information will be necessary as you consider an acceptable range for the per piece cost for your promotion.



## 5. When and where?

When will the promotional item be distributed and where will the recipient be when this takes place? Will it be handed out or need to be mailed or shipped individually? These details are very important to create an effective and efficient plan for production and distribution.

Make your brand stand out.

Save this completed document to your computer or device, and email it to Print Cinch for a free consultation → [info@printcinch.com](mailto:info@printcinch.com)

# Planning out exactly what products fit your customers needs can be overwhelming.

That's what our team of print manufacturing and promotional product experts is for — to help you select the right products.

We help you figure out what you need, how much it costs, and how long it takes. We assist in planning, production, distribution, and safely source production into the hands of trusted vendors.

Your project's success is our success. Our commitment is to consistently deliver products and services that meet your needs and exceed your expectations.

Print Cinch will put together the best possible production plan to ensure high quality and timely deliveries at competitive prices to meet your budget.

Give us a call to discuss your print needs, or send us a message to get your next project rolling.



**Call Shawn**  
**(703) 914-0526**



**Or email**  
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