



# Basically Business

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## Driving Brand Engagement

In today's dynamic marketing landscape, promotional products consistently play a crucial role in brand engagement and customer retention. Understanding the current trends is essential for marketers.

### The Enduring Power of Tangibility

Despite the surge in digital marketing, promotional products continue to deliver impactful results.

- **Lasting Impressions:** Tangible items create stronger memory associations than short-lived digital ads.
- **Cost-Effective Branding:** Promotional products offer high visibility at a fraction of the cost of traditional advertising.
- **Versatility:** Physical products are suitable for various occasions, from trade shows and conferences to employee appreciation programs.

### Current Trends in Promotional Products

As consumer sentiment shifts, some key trends are shaping the promotional product landscape.

- **Sustainability Focus:** Eco-friendly materials and reusable items are in high demand, reflecting a growing consumer awareness.
- **Tech-Integrated Merchandise:** Wireless chargers, Bluetooth key finders, and other tech accessories complementing digital lifestyles remain popular.
- **Wellness-Oriented Items:** Health and self-care products continue to resonate with health-conscious consumers.
- **Pet Products:** Reflecting the increasing number of pet owners who spoil their pets, supplies like bandanas, collapsible bowls and toys connect with customers.

### Maximizing Impact Through Strategic Selection

Choosing the right promotional products is crucial for a successful campaign.

- **Align with Brand Values:** Select items that reflect your brand's values and mission.
- **Functionality is Key:** Prioritize usefulness to ensure long-term use and visibility.
- **Quality Matters:** Select well-made items that enhance brand perception and longevity.



# Make Branded Apparel Part of Your Marketing Strategy

Company-branded apparel can be just as creative and fashion-forward as your business: It can look trendy and graphic or clean, classic and buttoned-up. Branded items offer many of the same benefits as a uniform: fostering a team environment, instilling a sense of pride and professionalism in your employees, and creating a strong image for your business. Custom apparel can also be used for off-site occasions when you want your employees to look visually united, such as conferences and community events.

We provide a full range of options and can cover your employees from head to toe—hats, socks and everything in between! Here's a rundown of some perennial best sellers.

## T-shirts

T-shirts are comfortable, cost-effective and make excellent customer giveaway items. Plus, with a T-shirt, the sky is the limit for

creativity: you can go simple, subtle or wildly colorful.

## Polo shirts

Today's polos are available in a variety of fabrics, fits, and colors. A common customization option is having a logo or business name embroidered on the chest or sleeve.

## Jackets

There are many styles that can convey a message about your organization. Fleece zip-ups are a little more casual and easygoing, while jackets equipped with tech-inspired fabrics and features give a more upscale vibe.

## Hats

During outdoor events, hats offer protection from the sun. We offer a wide variety of designs, fabrications and logo treatments to fit your style and budget.

## Safety gear

If you're looking for heavy-duty safety gear that can stand up to the needs of tough jobs, we've got you covered with safety vests and hardhats. We also do personalized protective gear, such as shields, masks and gloves.

We can help you select branded apparel that is the right fit for your business, your employees, and your budget. Whether you use your graphics and designs or want us to create something new for you, we'll make sure your branded clothing looks great and shows your brand in the best light.



# Window Graphics

The Smart Marketing Solution  
for Modern Businesses



Window graphics are a powerful and cost-effective tool for enhancing visibility, communicating brand messaging and attracting new customers. These versatile visual solutions transform ordinary glass surfaces into powerful marketing assets.

## What Makes Window Graphics Special?

Window graphics are custom-designed adhesive materials applied to glass surfaces. Here are several high-impact formats:

- **Perforated vinyl** – Displays vibrant graphics while maintaining outward visibility.
- **Frosted or etched vinyl** – Provides privacy without sacrificing style.
- **Crystal-clear decals** – Are ideal for displaying logos and essential information.
- **Full window wraps** – Create eye-catching and immersive visual displays.

## Industry-Specific Applications

The flexibility of window graphics makes them ideal for almost any business.

- **Retail stores** – Showcase products, highlight promotions and create seasonal displays.
- **Restaurants** – Display menus and specials in an attractive way.
- **Corporate offices** – Enhance your image while controlling privacy.
- **Healthcare facilities** – Create calming, informative environments.
- **Schools and universities** – Build spirit with motivational messages.

## Compelling Benefits

- **Round-the-clock Advertising** – Window Graphics work 24/7, capturing the attention of passersby.
- **Budget-Friendly Marketing** – Offers ongoing value without recurring the costs associated with digital advertising.
- **Dual-Purpose Functionality** – Provides privacy and UV protection while marketing your brand.

## Did you know?

**Online Ordering Portals** may be the best kept secret in integrated marketing. Why? Because they offer the power and flexibility to address a huge range of business demands—from managing marketing materials and campaigns to fulfillment and distribution. An online ordering portal helps resource-strapped companies overcome a host of daily challenges, all in a single, convenient, turnkey solution.

For example, you can centralize ordering of material goods, produce marketing and printed materials on demand, personalize communications with one-to-one marketing, and control costs by consolidating material fulfillment and shipping. When you partner with us, we'll take care of everything, from designing, building, and programming your storefront to integrating it with your website.

Call us today to learn more.



## GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

 **marketing tango**  
THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

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### Direct Mail in 2025

Direct mail continues to thrive in 2025, offering a tangible and personalized way to engage consumers amidst growing digital fatigue. Its effectiveness is reflected in key research by Deepsync, highlighting direct mail's ability to impact consumer sentiment, driving action and boosting brand recall.

#### Consumer Engagement Statistics:

- 57% of recipients visit the brand's website after receiving direct mail.
- 53% search for the brand online, while 46% look for online reviews.

#### Performance Metrics:

- Direct mail boasts an impressive ROI of \$42 for every \$1 spent, outperforming digital channels.
- Consumers spend 45% longer engaging with direct mail ads compared to digital ads.

#### Market Trends:

- 61% of marketers increased their direct mail investments in the last year, with 81% planning further budget increases for 2025.
- Lower mail volumes due to postal rate hikes have made marketing materials stand out more effectively.

## Keep Your Business Top of Mind



### Use Promotional Products to Generate Leads and Stand Out Among Competitors.

Partner with Sir Speedy  
for all your promotional  
product needs to  
give customers and  
prospects something  
to remember you by.

 SirSpeedy®

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