

How to Use Product Giveaways in your Business Strategy

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Do you like receiving presents? If you attend a business fair, do you like being given freebies that can be used for different purposes later on? Guess what – you're not the only one. We all like getting presents, but what matters is whether those presents are of any use to us or they are simply thrown away at the next bin stop. Free promotional items need to be carefully chosen to yield positive results when they are given away.

Free samples for long-term clients

In the business world, the most valued clients are the loyal ones. It is no wonder that many companies like to proudly stress out the year of their foundation. It shows their clients that they have been here for a long time, meaning that their experience and success are a guarantee of quality for their present clients.

No matter how long you have been on the market, you must have already gained trust of some of your clients. From time to time, you could launch a dozen of coupons for free products and services for your most devoted clients and allow them to choose a product or service up to a certain price level.

Great potential at affordable cost

Nobody likes throwing their money in the wind. Every freebie costs. These two facts taken into account, there needs to be an estimate on the justifiability of giveaway products. What is the money that you think you will return, i.e. the [total customer value](#) ? If your business prospective tells you that an average return sum will be meet your expectations, then freebies are a reasonable choice. The great thing about those items it that they usually do not cost much, especially if made in larger quantities.

State your uniqueness

By using the giveaway marketing strategy, you do not only treat your traditional and potential clients to great offers and interesting products. What you also achieve is spreading the word about your brand. So, if you want people who use your free items really remember you, it is essential that your promo pieces have something typical only for your business. It could be a catchy slogan or an official emblem. Whatever you do, always [use custom promotional merchandise solutions](#) to increase people's awareness of your business.

Free tutorials and subscriptions

Thanks to the superpowers of the Internet, today giveaways are not only tangible items. In the era of the online communication, you can also offer some great free online options to your clients. For example, if your business deals with foreign languages (e.g. a foreign language school), you could easily upload some free video classes to your website and give a fortnight or month [free trial to attract clients](#) . When that period expires, you will almost certainly acquire new students, given that your material is useful and craftily devised. Useful tutorials will be rewarded by satisfied users through donations, as well. It has become a common means for online business promotion.

As the world is constantly going through business earthquakes, a lot of energy and time is needed to stay in that game. Free promo products can help a lot along that way. Just make you financial calculation and start giving away your products and knowledge to increase your revenues.