



Using Promotional Products

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Look around your house and you'll find them. Those handy branded items you got as gifts from some merchant or other and have never let go to the trash. At my house we have a yardstick from the lumber mill, a pet food lid from the vet, a calendar from the insurance agent, a mousepad from the cruise ship, and the list goes on. This article helps you harness the remarkable power of promotional products *for your kennel*.



Since the advent of the internet, marketing and advertising techniques have been forever changed. But one thing hasn't changed for over a century: useful items imprinted with your business' name and logo are STILL one of the most effective ways to get your name known and remembered. That's why nearly 19 billion dollars' worth of branded items were sold in 2013. So, how can your kennel benefit?

First, determine your need. You probably have various types of contacts:

- People who might buy a pet from you
- People who have already bought a pet from you
- Friends of people who bought a pet from you
- Other breeders who have given you referrals
- Agencies and businesses that you rely on for services

Promotional items can be used as advertising, as reward or appreciation gifts, or as incentive gifts to motivate people. If you have only a small budget, you'll have to decide which audience to target, and in which way.

It could mean deciding between a more expensive item for each of your new pet owners or a low-end item distributed at a local pet show. The one would develop connection and loyalty from your customer



and the other would get you more name recognition among potential customers.

Whatever you choose to do, it will likely succeed. Did you know that the average American man owns 8 promotional caps? Promotional T-shirts are worn for an average of 5 years. And promotional tote bags are used for 4 years on average. There's no doubt that this is still one of the best ways to use your promotional budget.

Some of the ways kennels can use promotional products include:

- Thanking new pet owners for their purchase
- Follow Up with pet owners: an annual birthday card to their pet, get well card if it is injured or ill, sympathy card when it passes
- Online Engagement: give a gift to the person who comments most on your Facebook page or visits your website the most.
- Year-Round Visibility: calendars, useful petcare products that will be in sight daily
- Special Events: e.g. send out gifts for National Pet Week
- Awards/Milestones: send a gift when a pet owner completes obedience training with their dog, or competes for the first time
- Thank Customers or Other Breeders for Referrals

Basically, if somebody does something that helps your business, reward them.

A word of advice: Skip the logoed water bottles and other items that will be quickly used and tossed. Make your promotional products investment something that will last a long time.

Some of the **most popular** promotional items these days are

thumb drives for data storage
aluminum water bottles
reusable grocery tote bags
anything 'green'
anything American-made

The classic and **ever-popular** promotional items are

T-shirts
Key Rings
Mugs
Pens
Bag Clips

Clipboards
Caps

And here's a list of **pet-specific** items that you can print with your kennel name and logo:

Dog mints
Dog T-shirt
LED Dog Tag
Pet Bandannas
Pet Blanket
Pet Fleece Scarf
Feed Scoop
Litter Scoop
Poop Bag dispenser
Biscuit Tin
Travel Wound Kit
Treat Bag
Frisbee
Can Lid
Collapsible Water Bowl
Leash / Collar
Pet Sweater
Digital Thermometer

How to decide? Think about each type of customer you want to stay in touch with, and what they might want or need. Browse the various categories of items on the website of a promotional product company. Call the company for a free consultation.

And don't forget to look around your own house... which promotional products have stood the test of time and are still reminding YOU of a business that reached out?

Related Links

[Clever Promotional Products website](#)