

## Why Should You Choose Promotional Pens For Marketing?

Why pens and why not any other consumable items such as mouse mats, keychains, weights or block pads? If you want quantity and affordability, promotional pens can give you these and more. Promotional pens are cheap and thus you can order large quantities of them. This is the best marketing strategy that you can make if you aim to spread the word about your products and services in one big sweeping motion.

Promotional pens are handy

If there were one promotional item that can be used for viral marketing that would be a pen. Promotional pens are handy and very useful. A client can bring it anywhere he wants and use it to take notes and sign documents. It's also easy to distribute during conferences or seminars.

Promotional pens send across the message

It's easy to send a message through promotional pens. Write your slogan or products and services or your company name on the pen. Every time a person uses your pen, he promotes your business without an extra cost from you. The only cost that you make on your part is your payment for the production of these promotional pens.

Promotional pens are useful

Today, most promotional products or items are useful for office use. However, the usability of pens extends to what other promotional products can offer.

Mouse mats, for example. This is a useful and innovative promotional item. However, its marketing use is limited to the owner or immediate users of the computer. The promotion of your business ends to a few number of people. With promotional pens, on the other hand, a client may use it anywhere he wishes to use it, lend it to someone who would like to fill out a form, or give it to someone who needs a good, working pen.

Because of these qualities, pens have a wider 'marketing bracket;' thus, it doesn't limit you as to whom you should distribute this promotional product. In a conference or trade shows, you don't need to select your customers; you can hand it to anybody because everyone may have a need for it. And if they don't, they can anytime give it to a friend who might be the client that you have been looking for.

You can go cheap or grand

Promotional pens need not be expensive. You can buy in bulk or in wholesale and select quality items at discounted prices. Choose pen designs that do not give the pen's price easily; you can do this by selecting bold colors, in fine, thin and with less intricate designs.

With cheap promotional pens, you can have promotional pens in very large quantities, perfect for distribution in trades and expo, seminars and lecture halls.

If you prefer, however, to give out promotional pens to a select few (your big clients), you can choose handcrafted pens as your standard promotional pens. This is an expensive, route, yes; but if you truly value your loyal customers, the amount of these pens is nothing as compared to the repeat sales that you can expect from them.

## About the Author

Gareth Parkin is the co-founder of Ideasbynet, the UK's largest online source of [promotional pens](#) and other [promotional items](#). He has taken UK gift market of products like [promotional pens](#) by storm through modern business thinking and latest search engine marketing techniques. For more details visit [www.ideasbynet.com](http://www.ideasbynet.com)

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