

## What Promotional Umbrellas Say About Your Business

Promotional umbrellas are, according to the PPAI, the international association to which most promotional products companies belong, one of those items that are very popular with customers. High quality umbrellas are always welcome gifts. One salesman reports that he frequently is asked by clients if he has any more of those "great umbrellas" when he makes his sales rounds. If you're looking for a quality promotional gift that will impress your clients and entice your customers, promotional umbrellas are an excellent choice for a number of reasons.

Promotional umbrellas have an extremely high perceived value.

Most people have a notion how much a high quality umbrella costs in a high street store. Chances are good, in fact, that most of your customers have bought – and lost – quite a few of them over the years. When you choose promotional umbrellas as earned incentives or customer giveaways, you're choosing an advertising gift that your clients and customers would buy for themselves – and they'll appreciate that.

Promotional umbrellas are a "rescue" gift.

It's an odd little trick our minds play, associating a gift with its giver. When something or someone comes to our rescue, we tend to value them far more highly. When you put your name on an umbrella, you are associating yourself with an item that is very likely to be that "oh, thank goodness I had this with me!" item. That gives your customers a very good feeling about you. They really can believe that you'll be there for them through any weather – because your promotional umbrellas are.

Promotional umbrellas are one of the most visible of all promo products.

When the rain comes down, your name goes up – all over town. Umbrellas may not get out and about as often as travel mugs do, but they're real stars when it comes to being seen. When you choose an eye-catching and distinctive promotional umbrella and put your logo on it, you're increasing your business visibility enormously.

Promotional umbrellas last for years.

Presuming that you've chosen high quality umbrellas – and why would you choose anything less to carry your company's reputation – you'll get years worth of publicity from your relatively small investment. When you consider that the average radio spot last 15-30 seconds, may run a few times a day over the course of a month or two, and is nearly always tuned out by the listener, you'll see that the money you invest in promotional umbrellas will keep earning its worth over and over.

Promotional umbrellas make for great advertising.

One key to making your promotional advertising memorable is to associate a catchy slogan with the promotional products that you choose as giveaways or incentives. Umbrellas lend themselves to so many marvelous, punny slogans that they're hard to pass up. "Bob's Insurance – The Best Cover for Rainy Days". "Save for a Rainy Day with Our Bank". "Quality Day Care Service – We've Got Your Child Care Needs Covered." See what we mean?

You'll find many styles and ranges of promotional umbrellas available. From novelty mini-umbrellas to full-size golf umbrellas by the best name brands in the business, there's bound to be a range of promotional umbrellas that will suit your advertising campaign.

## About the Author

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

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