

## Using Promotional Pens To The Max!

There are many different ways to promote your business in whatever industry segment you happen to reside. One of the more popular, and serendipitously inexpensive ways to promote a business is through the use of promotional pens. This oft forgotten tool in the clever marketers handbag is one of the best ways to promote a brand name without shelling out the big bucks for television or radio advertising. While it is true that print advertising is much less expensive than television, you will no doubt eventually realize that people are not guaranteed to look at a print add, and unless you shell out top dollar for a glossy add in a magazine with wide distribution it may not be the best way to go.

How then can you get your companies name out there for a wide audience to see? Promotional pens of course! While a novice ad agency may scoff at the idea of putting a company logo on a promotional pen as effective advertising, the more discerning agency or customer will know that brand recognition is half of the battle, and even though a promotional pen does not let you get a complicated message out there, just having people become accustomed to your logo and name will make them more receptive to hearing a more "fleshed out" message at a later date.

When making the decision to use promotional pens as part of your advertising strategy there are several key decisions that must be made. Most importantly; what is your intended audience? Distributing promotional pens for a retirement home at a college campus would not be the most industrious use of the technique. Another key decision is promoting the correct image through the use of colors, fonts and styles of pen. A night club would probably want something a little trendier than a blue and gold roller ball style pen, and an upper crust brokerage firm would probably want to avoid a neon orange ball point promotional pen.

At the end of the day common sense, and deliberate judgment will take you far in deciding how to use your new promotional pen campaign to the max. There are few tools available that are as cost effective as a promotional pen campaign; and while they may not be the ideal solution for getting a detailed message across to potential customers, they are possibly the best way to saturate a market with brand recognition.

## About the Author

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

Source: <http://www.tntarticles.com>