

## Promotional Pens More Than Just A Gimmick

There are a lot of gimmicks in the world today, and many of them in the business community promise to increase sales, and further your customer brand recognition. It can be difficult to tell the difference between the fake claims and the actual smart strategies, so in this article we are going to avoid the plague of over hyped products and just lay out in a clear way why promotional pens are by far one of the best tools in an advertisers bag of tricks.

Brand recognition is a bit of a buzz word these days, however it just because it is over hyped does not mean that it is unimportant. Basically brand recognition is just what it sounds like, when a consumer hears your name brand they have an ah HA moment and remember your company, or in reverse they recognize that they need a product or service and associate that need with contacting your company. For these reasons brand recognition is of tantamount importance in the business world, so any strategy that can increase it, even promotional pens, deserves due consideration.

The question then becomes are promotional pens effective at creating brand recognition? Well, truthfully there is no way to tell for sure, however it makes sense that they are. Think about it; unlike other forms of inexpensive advertising like a billboard, or leaflets promotional pens usually stay with a person for quite some time. They are not thrown straight towards the dustbin as soon as they are glanced at like leaflets, and they are not driven past at 60 miles per hour like a billboard. Instead they live with an individual for the lifetime of the pen, and are glanced at every time that potential customer or client needs to write something down.

Another argument giving credence to promotional pens is their longevity. These guys have been around for a long time and do not appear to be going anywhere. If they were not useful on any level would they continue to pop up every time you ask someone if they have a pen you can borrow?

The last argument against the gimmick label given to promotional pens is that no one is trying to convince you that these are the end all of marketing tools. They are really only effective when used in conjunction with other things like advertisements. The promotional pens will get your brand name out there than the ads will tell the story, and hopefully enough potential clients and customers will put two and two together.

## 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)

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