

Using Promotional Stress Toys To Build Your Business

Promotional items are an important part of building a business. Giving items as gifts to associates, clients and customers helps foster goodwill and create company awareness, and giving gifts to your employees helps build morale and productivity, and helps your staff feel like members of your business team.

Choosing a good variety of items, that can be used in a range of ways, is a vital part of using promotional items. It's good to have several different items, so that you have gifts that are suitable to give on all occasions.

Promotional stress toys are ideal gifts for informal occasions, for promotional give-aways, and other situations where you want small promotional items that are inexpensive enough to give away to large numbers of people. With promotional printed stress toys available from less than \$0.60 each, these are promotional items that won't break the bank.

There are many ways in which you can use promotional items like stress toys to build your business—check out some of these basic ideas and decide if they'd be appropriate for you. With a basic theme in mind, you can embellish your ideas in ways that are unique to your business, to make your promotional items and your company more memorable.

- Give stress toys to employees, particularly those in stressful positions, jobs that involve highly repetitive manual tasks, or for people who work in office environments all day.
- Give stress toys to business associates and clients as an informal gift, rather than a more conventional similarly-priced gift such as a mug or key ring.
- Use stress toys as purchase incentives for retail or online customers—offer a free stress toy with purchases over a certain total, or when customers buy a certain item.
- Distribute stress toys to attendees at trade fairs and exhibitions, conferences, seminars and other business events. Fun, colorful and portable, stress toys are ideal give-aways for trade fairs.

One of the great things about promotional stress toys is that no matter what business you're in, you're virtually guaranteed to be able to buy toys that reflect the products or services you sell. There are stress toys for the health and pharmaceutical industries, sports-themed toys, fruit and vegetable-shaped toys, animal toys, and even toys with holiday themes.

Because you can have the stress toys you buy branded with your company name or logo, you then have a unique opportunity to increase public awareness of your business, particularly if you give these items away at business events such as seminars or trade shows. The recipients of your customized stress toys are reminded of the types of products or services you provide simply due to the shape of the toy, and with every use they are further reminded of your company, thanks to your logo or slogan branded on the item. Even better, by choosing stress toys rather than more common items such as mugs or key rings, your gifts are more likely to be used and noticed.

For additional information on promotional stress toys, business gifts and marketing promotional products why not check out the market leading online promotional gift suppliers where you will find a massive range of items to choose from and also get exceptionally low prices combined with highly professional fast service levels.

About the Author

Gareth Parkin is the co-founder of Ideasbynet, the UK's largest online source of [promotional stress toys](#) and [printed stress toys](#). He has taken the UK gift market by storm by the application of modern business thinking and the latest search engine marketing techniques. For more details visit www.ideasbynet.com

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