



INCREASING EMPLOYEE AND CUSTOMER ENGAGEMENT

BEST PRACTICES

BEST PRACTICE # 1 What is on your desk?

When considering what promotional product would have the best chance of staying in front of your customer, the best place to start, is right on your own desk.

Take a brief inventory of the various items that are on your desk right now. Pens, pads, letter opener, coffee mug, water bottle, mouse pad and a paper weight. Are those all with your company brand on them or some other company?

BEST PRACTICE # 2 Employees or Company Ambassadors?

How many interactions do you think your employees have outside of your office environment every day? Many of those interactions may be potential customers for your business.

Engage your employees as ambassadors for your business by providing them with branded merchandise they can pass on to other businesses they interact with on a daily basis. Remember, the sales you get may not be from that direct contact, many times it is from a contact that is 2-3 lines from that source.

BEST PRACTICE # 3 Pay It Forward

Take saying Thank You to your customers to a whole new level. Provide your customers with a thank you gift that they can actually use to bring them more business.

Take advantage of our special offers to purchase promotional products that can be branded with your customers brand, not yours. That's right, give your customers a thank you that they can take and use to expand their own brand. A real win-win situation.

BEST PRACTICE # 4 It's the Little Things that Count

We all know budgets are tight. Your employees know that too. So how do you think they feel when they see your company brand being showcased by customers, friends and others that have come to acquire them?

Take advantage of quantity discounts and close outs to have your brand on every day items your employees can use both at work and at home. This not only provides you with expanded brand exposure, but it engages your employees in that brand.

BEST PRACTICE # 5 Improve your Sales Incentive Success Rate

Driving incremental sales with incentive contests? Dramatically increase your incentive sales success with innovative promotional merchandise as a part of your communications plan.

Motivate your incentive audience with more than a Standings Report and watch your success rate go UP! Send a themed promotional product, to the home address of your incentive participant's in-between status updates to gain their attention (and that of the real push behind it, those at home).

BEST PRACTICE # 6 What About ME??

It is very easy to leave out key players in your company when you have various incentive programs aimed at driving sales. Don't forget, for every incremental sale, there has to be incremental sales support to make sure that sale sticks for future growth.

The number one reason given by company managers for not including customer service and other sales support employees in incentive rewards is "cost". There are many alternatives to this dilemma and the benefits of recognizing this group of employees will far out-weigh the cost.

BEST PRACTICE # 7 Engaging Customer Loyalty

What to fully engage your customers in your company brand? Provide them with an opportunity to interact with it using Social Media and promotional products.

Develop a following on the popular social media sites by allowing your loyal customers to be rewarded for participation in the purchases of your product, actively commenting on your product and becoming an advisor for product enhancements.