

SAMPLE PROMOTIONAL PRODUCTS

What is a sample promotional product?

- A free sample is usually given to potential customers in order to advertise the product or brand.

List some examples you have seen or tried.

What are some benefits?

- Giving out samples of your product helps create brand awareness. The sample being free, gives consumers an incentive to try it without losing anything.
- Samples will also allow consumers to develop trust with your company and products. If consumers enjoy your product, they are more likely to buy it, and keep buying it. This creates customer loyalty, develops the business reputation.

How to do this?

- How you give out promotional products is dependent on what your product is. If you have some sort of food or beverage, consider having a stand in a popular location (where allowed) and give out samples to try.
- If you have a service, or a product that provides service, such as a massage chair, have people try the massage chair. The time where consumers are trying your product, is your time to convince them to buy and use your product.

Brainstorm your own style guide

