

SPRING 2022

# amplify<sup>®</sup>

Promotional products.

Remarkable results.

4imprint<sup>®</sup>

## Continuing connections

How to maintain customer relationships, p. 7

**Promotional BBQ products**

Offer everyone a taste of your brand, p. 12



**Benefits of virtual events**

Surprising reasons to take your gathering online, p. 21

Simplify. It sounds easy. In practice, it can be difficult. Yet, it's always worthwhile.



Kevin,  
with 4imprint  
31 years

From emails to customer experiences to new products and services, the simpler something is, the more likely it is to be impactful.

Today, that is truer than ever. Survey research finds nearly half of respondents say their lives are more complex following the pandemic. The antidote: Simplicity.

That's why in this issue of amplify® we're sharing stories from customers who found clever ways to make things easy.

Inside, you'll meet a nonprofit organization making guests more comfortable ([Lasting Impressions, p. 16](#)), a tourist destination

protecting beaches ([Swag Master, p. 20](#)) and a health organization expanding its reach ([Trend, p. 21](#))—all by taking a simple approach to a complex challenge.

We're inspired by the simple solutions each organization is using to meet its goals. Simply put, we hope you will be, too.

Here's to simplifying—and success!

A handwritten signature in blue ink, appearing to read 'Kevin Lyons-Tarr'.

Kevin Lyons-Tarr, CEO  
4imprint

PS Have you used promo products to build community?  
Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) and tell us!





## CONTRIBUTORS

4

## OVERHEARD

5

Tie-dye giveaways get  
#SwaggingRights®

## COVER STORY

7

Continuing connections

## PRODUCT HIGHLIGHT

12

Promotional BBQ products

## LASTING IMPRESSIONS

16

Finding refreshing solutions

## SWAG MASTER

20

Visitor guide

## TREND

21

Benefits of virtual events

## REMARKABLE MOMENT

26

Building skills and a brand

amplify® offers an unmatched glimpse into real-life ways you can use promotional products to gain remarkable results.

We'd love to hear your feedback! Please send questions, comments or concerns to [4ideas@4imprint.com](mailto:4ideas@4imprint.com).



Maintaining customer relationships is critical for building your business. Our [cover story](#) offers tips on sharing information, active listening and more.

# Meet this month's featured contributors



**Suzanne Worwood**  
Senior VP Merchandising  
4imprint

Grilling is more popular than ever—which means that grilling giveaways will be appreciated by every staff member and customer. In [Product Highlight](#), Suzanne shares the best grilling gifts to offer when you want to give staff and customers a taste of your brand.



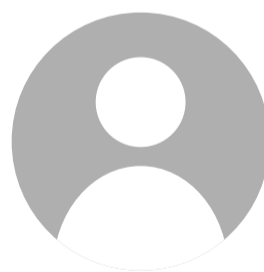
**Cheryl Sina**  
Community Engagement  
Manager – Giving and  
Volunteerism  
4imprint

Tasty treats for happy pups build skills. In [Remarkable Moment](#), Cheryl Sina shines the spotlight on an organization helping people with disabilities thrive in their communities. Sina, a 4imprint team member for 23 years, has coordinated the *one by one*<sup>®</sup> program since its creation in 2006.



**David Vignali**  
Social Media Specialist  
4imprint

Our new [Swag Master](#) is keeping wildlife safe with a giveaway that sticks in everyone's memory—and on their fridge. Social Media Specialist David Vignali, a member of the 4imprint team for seven years, is sure this story will stick with you too.



**You!**

Tie-dye adds a burst of color to any promotional item. In [Overheard](#), our customers show you the tie-dye giveaways and SwaggingRights<sup>®</sup> stories that made their staff and customers light up.





# #SwaggingRights®

Tie-dye giveaways energize staff and customer connections

4

Nancy

How cute are these tie-dye T-shirts for this season's ice cream scoopers at Ron's Ice Cream and Bowling in HydePark, MA?



4

Linda

The kids LOVED their tie dye shirts thanks for a job well done!



4

Ahmet

Spirit staff shirt to thank our teachers!



4

Donna

We used the white t-shirts as a staff motivation project and tie-dyed them as a group/team. Then we posted on our Facebook page and asked patients to vote on which they liked best. It was great to get the staff together and get our patients involved as well. I'd recommend the t-shirts from 4imprint to many people!



4

Jill

We love our tie-dye tees! We are wearing our new shirts in the community while spreading eating disorder awareness and education, hoping to de-stigmatize eating disorders and help more people feel safe in reaching out for help. Thanks for helping us look the part!

Check out our Pinterest® boards for [tie-dye giveaways](#) that will add color to every customer and staff member's day.





COVER STORY

# Continuing connections

*By Joshua Grover-David Patterson*

How to maintain customer relationships







**M**ilford Companies is a full-service oil and gas industry solutions provider in Midland, Texas, that serves customers across the country, and it knows how to maintain customer relationships. It's a process that starts with the very first introduction.

*“We start building relationships at trade shows,” Marketing Manager Martin Castaneda, said.*

“We’ll talk with people a little bit, get to know them, and see if they qualify as a lead. When they’re leaving, we’ll say ‘I enjoyed our talk today. Have a [hat](#).’”

*Build long-term customer relationships by using branded giveaways.* →

Milford Companies’ goal: Make sure every good connection gets nurtured.

“We’ll set a follow-up reminder for ourselves, so we remember to get in touch,” Castaneda said. “We’ll remind them of what we talked about and then plan more follow-ups from there.”

Milford Companies works hard to maintain customer relationships. Use these tips to do the same.





## Tip #1: Create a human connection

To build a long-term customer relationship, it's important to understand your customers' motivations. Some motivations may be business-oriented, while others may be personal. Talking with customers about their organizations and their lives can give insight into those motivations. [By learning about them as people](#), you can ensure discussions feel more like a relationship and less like a transaction. Doing this helps show a customer you value them.

Milford Companies makes a point of spending time with clients in a low-pressure, high-fun setting.

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*“We’ll mix in a dinner or invite them to a golf event,”  
Castaneda said.*

---

“We have nice weather, so we like to take prospects and customers out for a good time.” Another popular location to get to know each other includes attending the community's minor league baseball team's games.

## Tip #2: Ask for feedback

Many customers are happy to offer feedback—but they won't always do it automatically. If you're looking for data you can put into action, [try creating a survey](#). To get the most out of information you collect:

**Ask simple questions.** Yes/no and multiple-choice answers gives people confidence they can complete the survey in a short period of time.

**Limit the number of questions.** When people see a survey is short, they're more likely to respond.

**Analyze the data.** Once you've collected your answers, see how they stack up among all your customers to find out what you're doing right and where your organization can improve. (Bonus tip: If a customer gives you an especially bad score, follow up to find out what went wrong and how it can be fixed.)

**Keep asking for feedback.** Checking in regularly—after each transaction or annually for on-going relationships—shows you care about every interaction.



### Tip #3: Use active listening

Engage fully in customer conversations to [ensure you understand customer needs](#).

These active listening techniques help ensure you hear the entire message:

#### **Focus on what a customer is saying.**

Don't plan your reply, just take in what they're saying while offering your full focus.

**Interpret the message.** Make sure you take everything into account—words, body language and tone of voice.

#### **Confirm your understanding.**

Summarize and ask for clarification.

### Tip #4: Share useful information

Once you know your customers' needs and plans, find ways to offer them a helping hand by tracking the market trends that affect them. This can take many forms, from sending an article to a customer to creating a webinar for clients who have been asking questions on a critical market topic.

Making yourself a valuable partner is a great way to ensure you're the first company they call when they have a need.

*Say 'thank you' to loyal customers by gifting promotional items.*

### Tip #5: Reward people for being great customers

[Kona Earth Coffee](#), a family-owned artisanal coffee farm, knows the power of thanking customers. "When you have a gourmet specialty product, those personal touches really make a difference," Joanie Wynn, owner of Kona Earth Coffee, said. "We put a handwritten note in with every package."

In addition to personal notes, [you can also thank steady clients with:](#)

- ✓ Free or discounted products or services
- ✓ Early access to new products or services
- ✓ Special sales or other events

Kona Earth Coffee takes its 'thank you' approach one step further for loyal customers.

"When we want to thank a steady customer, sometimes we'll include a [mug](#) or other perk with their order," Wynn said.





## Tip #6: Be transparent and communicate, even when it is difficult

While you might want to offer a best-case scenario and hope that everything works out perfectly during a sales process, sharing realistic goals and frequent communication means that your clients won't have to wonder what's going on. In other words, your client should never have to ask you, "What's happening?" because you've kept them in the loop.

80% of customers have stopped working with a business because of a bad customer experience. When that happens, it's a good time to pull out two more powerful words: "I'm sorry."

Kona Earth Coffee also goes the extra mile when it comes to customer satisfaction and maintaining long-term customer relationships. "We had a shipping issue over the holidays," Wynn said. "I spoke to the customer by phone, and we got the issue worked out. As a thank you for their flexibility and patience, we gave them a gift set with one of our custom-designed mugs."



## Touch customers by staying in touch

Key to maintaining customer relationships: Treating others as you'd wish to be treated. Whether it's an email to offer information, a phone call to check in or a get-to-know-you gathering, a little extra effort helps customers know they are valued and appreciated.

That's something the Milford Companies has seen in its work.

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*"The important thing is to maintain these long-term relationships," said Castaneda.*

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"In the pipeline business, we want their needs to flow through our lines—especially when it comes time to replace a product."

In other words, keeping those relationships strong means Milford Companies' sales pipeline will be filled by their customers' pipelines for a long time to come.

Looking for more information about this topic? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) with inquiries.





PRODUCT HIGHLIGHT

# Promotional BBQ products

*By Suzanne Worwood*



Offer everyone a taste of your brand >>





Barbecuing has always been a hot pastime in the U.S., with 7 out of 10 adults owning a barbecue or smoker. In fact, grill and smoker sales increased 39% from April 2020 to February 2021, according to the NPD Group. With grill masters everywhere, promotional BBQ products provide a great way to give a taste of your brand.

## Invite them for a beverage

Hosting an event? Add both invite and incentive to a branded [Collapsible Koozie®](#) by offering a free drink or entertainment token to attendees.



Collapsible Koozie®

## Keep a connection comfortable

Host a small get-to-know-you BBQ for customers and let them sit in style with a [Crossland® Camp Chair](#). Gift these logoed chairs to your customers for their own camping trips, tailgating parties and BBQs.



Crossland® Camp Chair

## Gear for grillers

Celebrate an organizational milestone by grilling out. Equip volunteer chefs to flip foodstuffs with a [Grill Master BBQ Apron](#), which includes a beverage holder, bottle opener and pockets to ensure hydration and cooking tools remain close at hand. Add the [Wood Multifunction BBQ Tool](#) as a memorable take home gift.



Wood Multifunction BBQ Tool

Grill Master BBQ Apron



*Features pockets to hold all the necessities!*

## Promotional BBQ items for the win

Looking for a great prize for drawings at a trade show booth, summer outing or tailgate party? The [Grill Master BBQ Kit](#) delivers, with both grilling tools and a handy carrying case.



Grill Master BBQ Kit



## Keeping your fundraiser cool

Nonprofit fundraising walks, community clean up events and outdoor booths benefit from [Coleman® 45-Quart Wheeled Coolers](#), which keep water and other drinks chilled while displaying your brand in a cool way.

Coleman®  
45-Quart  
Wheeled  
Cooler



*A cozy way to show your appreciation.*



Crossland®  
Picnic Blanket



## A blanket thank-you

Bring comfort to company picnics or evening ball games with the [Crossland® Picnic Blanket](#), which makes a great thank-you gift for attendees.

## Grilling up a memorable gathering

Great weather and seared food make an ideal combination—just like pairing these promotional BBQ products with your teams and customers. 4

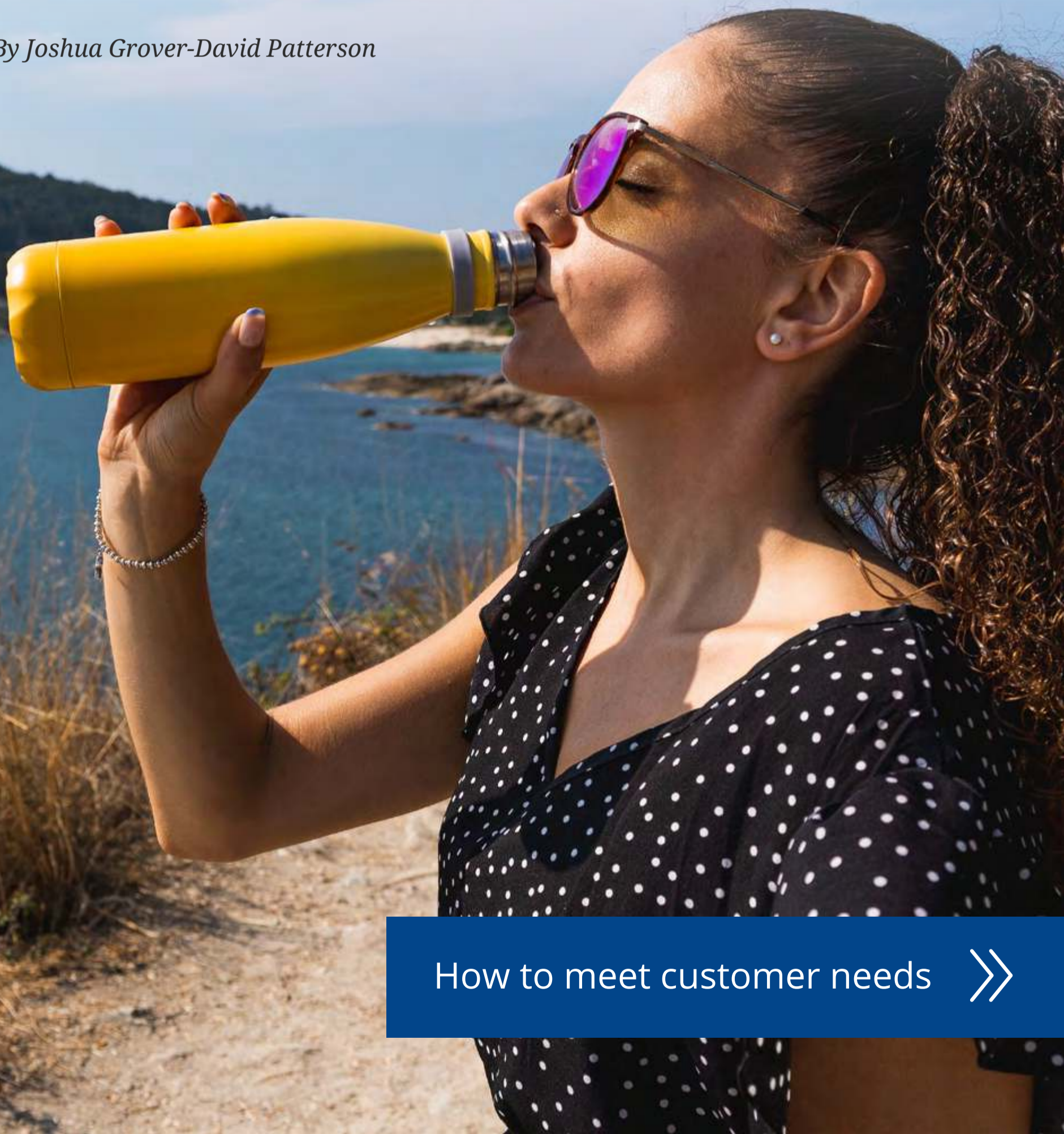
Looking for more information about BBQ promotional items? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com).





# Finding refreshing solutions

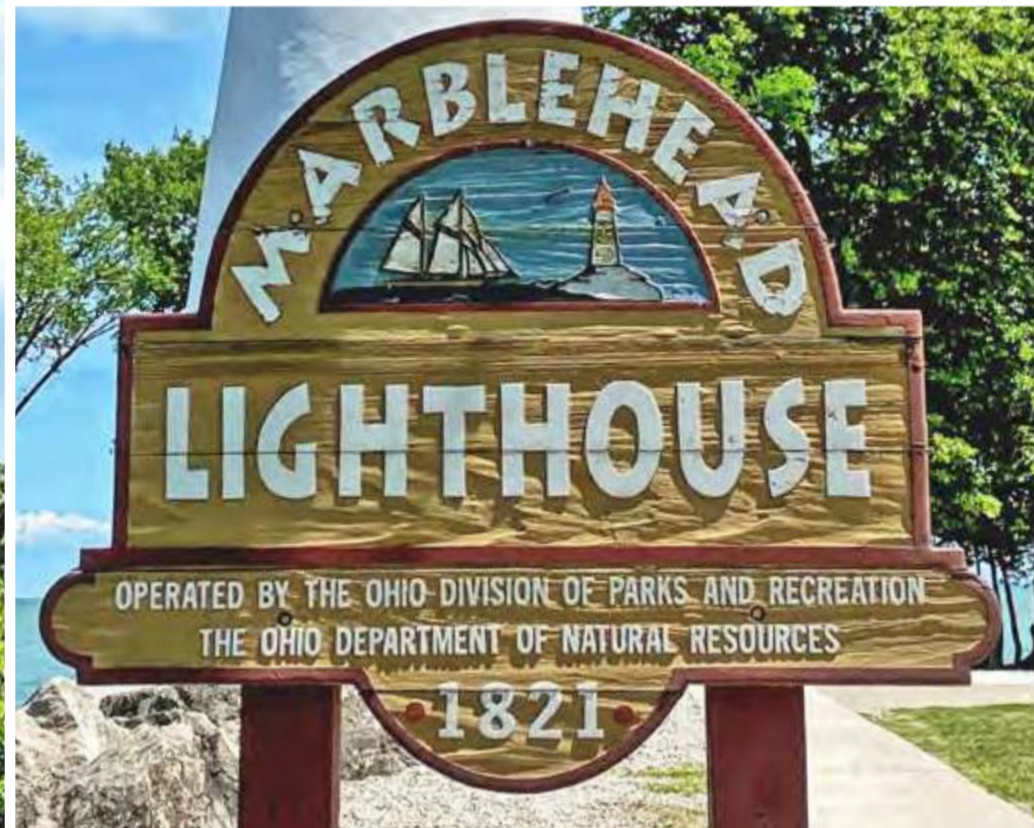
*By Joshua Grover-David Patterson*



How to meet customer needs







When it comes to knowing how to meet customer needs creatively, Marblehead Lighthouse Historical Society in Marblehead, Ohio, deserves a toast.

Located on the shores of Lake Erie and Sandusky Bay, the nonprofit organization prides itself on preserving the history of the local village. Attractions include a meticulously preserved lighthouse tower, lifesaving station, keeper's house and picturesque grounds.

There was just one problem with the attraction: Anyone in need of a drink or a snack had to bring their own with them or go elsewhere.

“During some recent remodeling we had added power for a vending machine,” said Sue Hartman, a member of the board of directors.





The volunteer-led organization quickly realized that although the vending machine was sure to be appreciated, it was also going to make the organization's task list longer.

“Who was going to haul the water? Stock the drinks? Handle the refunds?” said Hartman. There were also concerns about plastic bottles being left throughout the park, which would have to be collected, cleaned up and recycled. For an organization staffed almost entirely by volunteers, finding people to cover those roles presented a challenge.

Creative brainstorming powered a new solution that would meet customer needs without taxing the organization's limited resources.

## A solution that made a splash

The idea started with a question: Do we need a vending machine?

“At the local school, they have bottle fillers for kids,” Hartman said. “We thought, ‘Let's put a bottle filler in.’”

A follow-up question quickly emerged: What if visitors didn't have a bottle to fill?

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*“Give me two weeks, and I'll have bottles in the gift shop,” Hartman said.*

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The station was installed and the organization added [Refresh® Clutch Water Bottles](#) and [Refresh® Montello Travel Mugs](#) to the gift shop. The promotional drinkware is a win for both Marblehead Lighthouse Historical Society and visitors.



Refresh® Clutch Water Bottle

Refresh® Montello Travel Mug



“Buying a reusable bottle costs visitors about as much as it would have cost to buy a bottle or two out of a vending

machine. And everyone gets a souvenir to take home,” Hartman said. “They’re flying off the shelf.”

## Refreshing wins

For the lighthouse, meeting customer needs was both a financial and an ecological win. “If we were selling plastic bottles, the recycling and trash likely would have become an issue,” Hartman said. “And, like everything else in the gift shop, all the money we raise goes right back into the park.”

The money being raised currently is earmarked for multiple projects throughout the grounds, including a 200th anniversary celebration for the lighthouse. Other projects include building fences and offering programming about the local limestone quarry.

“We want to talk about local industry and pull in some geology,” Hartman said. “Being a state park, we’re always looking to do some local history and some natural history all at the same time.”

## A clear solution

For the Marblehead Lighthouse Historical Society, knowing how to meet customer needs proved an almost instant win. “A few days before the drinkware arrived, we had a visitor ask when we were going to get bottles for the fountain,” Hartman said. “I told her by the end of the week. She said she would come back. And she did.” [4](#)

Want to know more about using branded drinkware? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com).



# Visitor guide

By David Vignali

## Swag Master helps visitors protect endangered animals with promo magnet

The [beaches of Tybee Island, Ga.](#), are beautiful and rare. Home to a federally protected wildlife habitat populated by endangered shore birds and sea turtles, Tybee Island needs help educating visitors to protect these precious animals. Their use of a promo magnet containing rules of the beach to help protect this important shoreline earns them the title of Swag Master.



### ★ Keeping rules front and center

Instead of handing out paper flyers or signs that might end up in the trash, a recycling bin or fluttering on the beach, Tybee Island's magnet giveaway lands beach rules on fridges, filing cabinets and other places they'll be viewed again and again.

### ★ Making it eye-catching

The promo magnet doesn't just stick around—it looks good doing it. Designed with colors, shapes and a sense of fun that draws the eye, people walking by can't help but review the beach rules.

### ★ Going big

Magnet giveaways come in many sizes—and these Swag Masters know that bigger is often better. The [Billboard Magnet's](#) 5" by 7" size makes it easy to read for visitors of all ages.

### ★ A sign of success

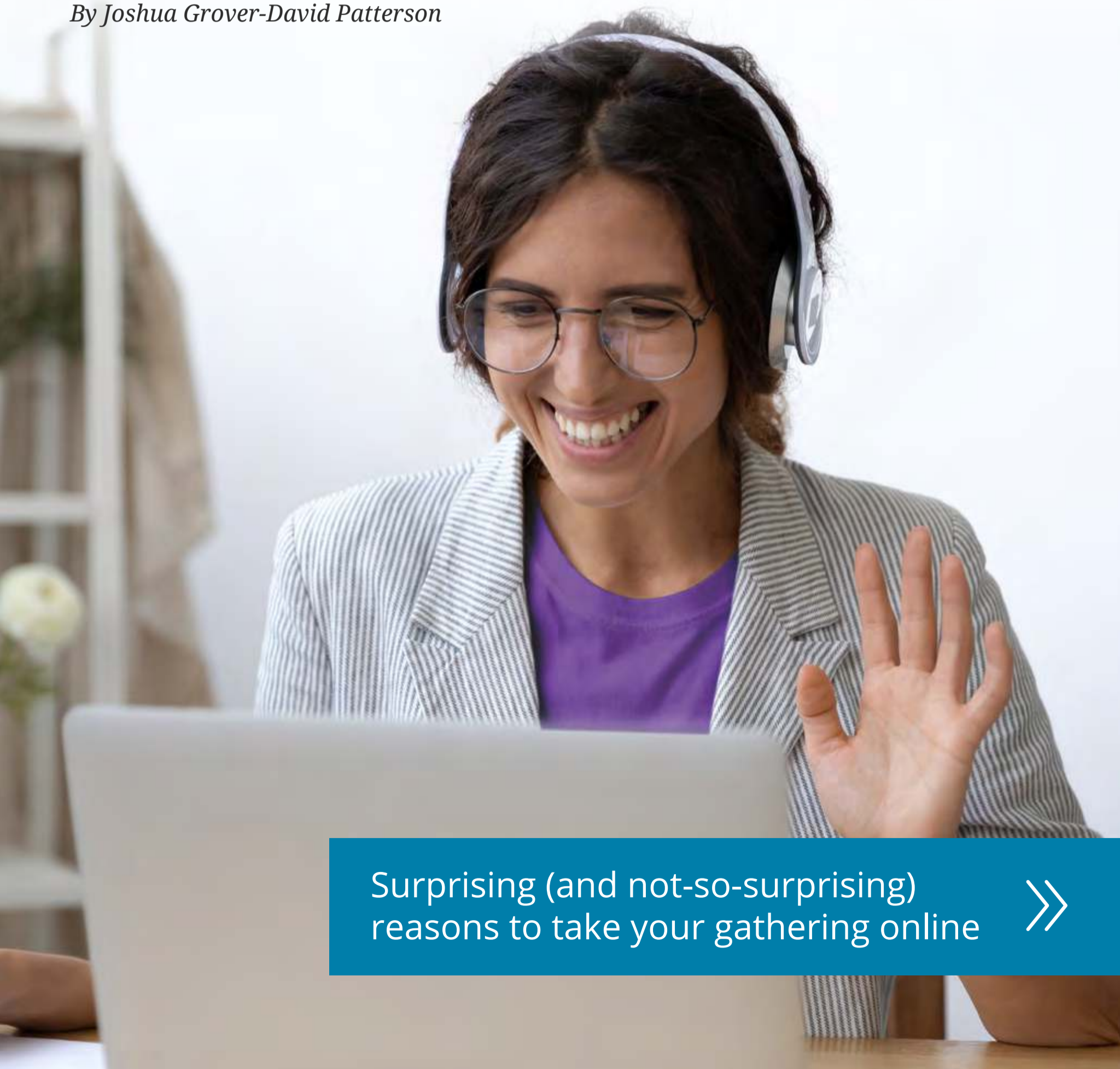
This Swag Master passed out 2,000 promo magnets to hotels, vacation rental homes and other recipients—and had to order more. That's a win for habitat preservation.



TREND

# Benefits of virtual events

*By Joshua Grover-David Patterson*



Surprising (and not-so-surprising)  
reasons to take your gathering online





When COVID-19 prohibited large groups from gathering, [FreeWalkers, Inc.](#) in Maplewood, N.J., —an organization that encourages people to care for their health by motivating them to participate in long-distance walking events—didn't want to miss a step. With one of its biggest fundraising events on the line, it was time to start thinking about the benefits of virtual events.

“The board of directors got together and said, ‘What do we do? How do we do this?’” said Risa Olinsky, president of the organization. “We didn't want to lose momentum by missing a year.”

The organization quickly created the [Kennedy50 Community Walk](#), which took the previous one-day, 50-mile event and made it accessible to people anywhere—and at any time—they wanted to take part.

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*“We made it a personal challenge to walk 50 miles in 10 days,” said Olinsky.*

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The newly virtual gathering allowed the event to travel further than it ever had before. It's just one of the benefits of virtual events worth considering.



## Surprise benefit #1: Reaching 'round the globe

From travel to hotels and planning time, online events remove many barriers to attendance. More than a third of event organizers report increased attendance as a top advantage of virtual events.

FreeWalkers, Inc. discovered going virtual not only boosted the number of attendees, but also took the event global, attracting participants from Germany, Finland and the Netherlands.

*“People were desperate for connection,” said Olinsky, “And people were happy to pay a small fee to be part of the event.”*

The organization sent participants a beanie as a thank-you gift. This created a sense of camaraderie among participants, no matter where they were located.

## Surprise benefit #2: It's always sunny in virtual events

Flight cancelations. Weather interruptions. Unexpected illness. When speakers and attendees must travel to an event, planners risk no-shows due to travel, weather or other disruptions. By contrast, virtual events take place in the comfort of a

participant's office or home, reducing the likelihood they'll be unexpectedly delayed.

## Surprise benefit #3: Improved inclusiveness

Events can be exhausting. People with disabilities often face even greater barriers to attendance and navigation.

Virtual events encourage greater levels of participation for a wide range of attendees, including:

- ✓ Individuals with walking, standing or sitting challenges
- ✓ People with hearing difficulties
- ✓ Participants with food allergies
- ✓ Parents or caregivers

Without the costs of travel, junior-level employees or small businesses may also be able to participate.



*Create a connection with attendees.*



## Surprise benefit #4: Improved event experiences

Virtual events include fewer out-of-pocket costs for travel and accommodations. In fact, [84% of event organizers say they have saved money on virtual events](#). This allows event organizers to use savings to fund improvements to the event experience.

For [HUB International Colorado](#) in Denver, cost savings was the biggest win when it moved its annual sales kickoff fully virtual. “The event usually costs \$50,000-80,000,” said Charlene Forman, strategic resource manager. “Even moving to a hybrid model this year, there were much lower costs for food and hotels.”

To show their appreciation for rolling with the changes that came with going virtual, the organization chose to offer [first-aid kits](#) and [hot and cold packs](#) as self-care gifts for participants. It is a small gesture with a lasting impact.

## Surprise benefit #5: Redirecting resources

The money and time you save on travel, venues and other expenses can be used to add to your future marketing options, including booking a well-known guest speaker or editing prerecorded sessions into trailers for marketing purposes.

ComfortClay  
Hot/Cold Pack



Metal Tin  
First Aid Kit



## Surprise benefit #6: Data

Although electronic badges and surveys provide information about what was popular during your event, virtual events offer near-instant access to information like:

- ✓ How many people attended every speaker?
- ✓ At what point did people lose interest and bow out of a workshop or presentation?
- ✓ What booths had the most visitors?
- ✓ What are the most popular and least popular pieces of the event?

For event planners, this data provides insights and can help you build a better virtual event the next time around.

## The benefits of virtual, continued

Although some gatherings are now going back to in-person, many organizations have seen the benefits of virtual events and are planning to either stay online or move to a hybrid model.

With some of the surprising benefits to its virtual 50-mile walk challenge FreeWalkers, Inc. is excited to see its reach continue to expand this year.

*“We already have someone from Germany who has signed up,” Olinsky said. 4*

Looking for more information about this topic? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) with inquiries.

## Make virtual gatherings even better

*Send promotional items in advance to attendees.*



Blue Light Blocking Glasses



Adjustable Desktop Phone Stand

A'Ray True Wireless Auto Pair Ear Buds with Active Noise Cancellation



# Building skills and a brand

By Cheryl Sina

## Empowering people with handcrafted treats and promo aprons

At the [ECHO Barkery](#), employees mix, roll, cut out, bake and package handcrafted dog treats made from natural ingredients. Each bag of dog biscuits sold represents an opportunity for staff members with disabilities to grow and thrive in their community. While employees build skills, [promo aprons](#) emblazoned with the organization's logo are helping build the ECHO Barkery brand.

*Note: The ECHO Barkery was the recipient of a [4imprint one by one](#)<sup>®</sup> grant.*





# Like what you saw in amplify?

Check out past issues.



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Fall 2021



Summer 2021



Spring 2021

Learn more about using promotional products in your organization!

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- » Employee Incentives/Recognition
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- » Word-of-Mouth Marketing

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