

SUMMER 2021

# amplify

4imprint®

Promotional products. Remarkable results.

## Launching a comeback

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**Tap into the power**

Tech promotional items supercharge your brand, p. 12

**Outdoor event gifts**

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4imprint®

Relationships matter.

The pandemic proved this point again and again.



Kevin,  
with 4imprint  
30 years

Local restaurateurs witnessed loyal customers swap evenings out for curbside pick-up. National brands saw employees pull together to find new ways to reach customers and prospects. Nonprofit organizations watched longtime donors step forward to help them continue to meet emergent and growing needs.

In organizations of all sizes and locations, the pandemic reminded us that relationships are the foundation upon which success is built. When we needed them most, our lasting relationships helped carry us through.

That makes this the perfect time to ask ourselves whether we're doing all we can to prepare for the next curveball thrown our way.

Right now, demand is high. Momentum is strong. People are craving true connections—more than ever before.

The pandemic has given us all a rare opportunity to fill that void with genuine connections. It's both the right thing to do and the thing that helps best prepare us for what comes next.

Let's make this our best year yet for showing people they matter and building genuine relationships that last!

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

Kevin Lyons-Tarr, CEO  
4imprint

Are you finding clever new ways to reach customers? Tell us your story.  
Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com).

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Promotional travel drinkware gets #SwaggingRights<sup>®</sup>

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amplify<sup>®</sup> 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).



As more people get vaccinated, knowing how to reach out to clients will be critical. Customers share post-pandemic marketing strategies in our [cover story](#).



# Meet this month's featured contributors



**Suzanne Worwood**  
Senior VP Merchandising  
4imprint

Looking for some tech-products to help boost your brand? In the [Product Highlight](#) story, Suzanne Worwood, with 4imprint since 2000, gives promo product ideas that are sure to please.



**Cheryl Sina**  
*one by one*® Coordinator  
4imprint

In this issue's [Remarkable Moments](#), Cheryl Sina shines a light on the work one nonprofit is doing to keep its area of America beautiful. Cheryl has been with the 4imprint team for 21 years and works closely with nonprofits.



**Erika Wegner**  
Social Media Manager  
4imprint

Erika Wegner is thrilled to announce the next [Swag Master](#). See how this nonprofit is taking the stress out of fundraising. Erika, with 4imprint 14 years, is always on the look-out for the next Swag Master as she coordinates 4imprint's social media communities.



**You!**

Does your summer event schedule have you on the go? In this issue's [Overheard](#) section, customers are posting pics of their favorite travel drinkware. And these promotional products are worthy of some serious #SwaggingRights.

# #SwaggingRights®

Promotional travel drinkware takes your brand to go



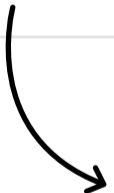
**risecommercialdistrict**

One bottle. Two lids. Endless opportunities. How do you prefer your insulated cups? Thanks to [@4imprint](#) for the cool new branded swag!



**embrey.dental**

Just in time for fall and all that pumpkin spice latte's #embreydental [@4imprint](#) #dentalswag #brandinginspiration #customtumblers



**Stacy**

We love our 3-in-one Koozies! Bottles, Cans, or just the mug - This thing is perfect for all!





**liveazloveaz**  
New logo new client gifts!  
How cute are these new wine  
tumblers by [@4imprint](#) #clientgifts  
#winetumblers #4imprint



**Emily**  
We used this to  
thank our volunteers  
and rally them up for  
serving in the future.  
They loved them!



**Will**  
Our employees love our new Mega Hugo  
Vacuum Mugs. They turned out great and keep  
coffee warm for hours through the morning.



**drannette\_**  
We are celebrating 13 years of  
serving the Cayman Islands!  
Celebrate with us! We've got  
sweet treats and fun giveaways.



Check out our Pinterest® board for other [promotional travel drinkware](#) that has earned #SwaggingRights.





# Launching a comeback

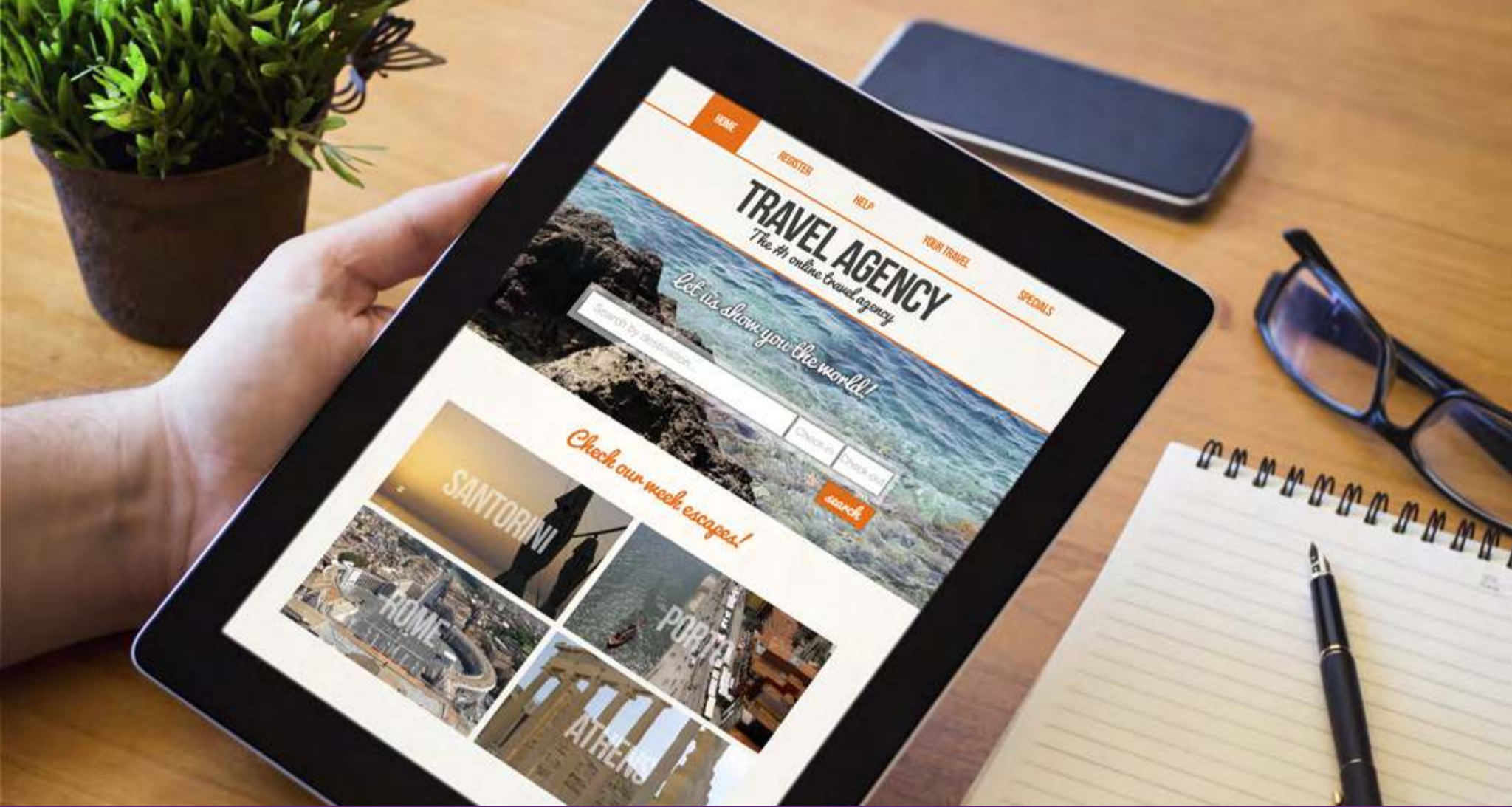
*By Joshua Grover-David Patterson*



Creating a marketing strategy after the pandemic







After more than a year of staying close to home, many people are excited to begin getting out and about.

One sign of this is the [record-setting number of pandemic-era flights booked](#). But as businesses in the travel and entertainment industry begin to open up more fully, a question arises: How do you build a marketing strategy after the pandemic?

For California-based [Dream Vacations Travel2Unwind](#), it was a combination of great customer service and a flip of the calendar page that made it easy to say “We’re back!”

When the pandemic began, Vacation Specialist Nat Benipayo was ready to go the extra mile to ensure customers were cared

for even as vacations had to be rebooked or travelers needed to get home safely. “We were on the phone for an average of three hours and that was just one phone call,” she said.

That persistence and care paid off when January 2021 came around. “We surpassed our monthly sales goals on January 4,” Benipayo said. “And we beat our three-month goal by mid-February.”

Dream Vacations Travel2Unwind offers a powerful example: Showing you care and keeping in touch can be an effective marketing strategy after a pandemic. Here are four tips to get you started:





## 1 Focus on your current customers

Your most loyal customers help grow your business. According to one study, [boosting customer retention by just 5% can improve your bottom line anywhere from 25-95%](#).

What's more, repeat customers will spend 31% more than new customers.

There are multiple ways to focus marketing on your current clients. By getting in touch with a phone call, a postcard or a small gift, let them know you're:

- **Thinking of them.**
- **Happy to help the next time they need assistance.**

Dream Vacations Travel2Unwind reaches out multiple times a year to ensure they stay top of mind. "I send them birthday

cards," Benipayo said. "It lets them know, 'Hey, they're still in business.'" She also found holiday cards to be effective. "We got quite a few calls after the holidays where they'd say, 'I'm going to book with you when I'm ready.'"

## 2 Create fresh deals and offers

For organizations that are just getting back into the swing of things, [a good deal creates a great opportunity for customers to come back to your business](#)—and it can persuade potential customers to do business with you. Incentivize customers with targeted social media ads or segmented emails. These tactics can help you capture the attention of people looking to take a vacation or attend an event after more than a year at home.



### 3 Consider your customers' needs

Over the past year, your customers have been dealing with rapidly shifting needs and concerns. As you begin the marketing process, remember to focus on the problems your customer has today—and [center your marketing around how you can solve their problems](#). Segmenting your customers is another way to ensure that your marketing connects. [Building customer personas can help ensure you're sending the right message](#) to the right person at the right time.

For [Sullivan Vacation Rentals, LLC](#), in Las Cruces, New Mexico, an opportunity to connect with local customers using memorable promotional items allowed the company to stay busy even as many businesses were shut down. “In New Mexico, where we have a couple of cabins, we were only closed for maybe a month,” Owner Doris Sullivan said. “Then we were open to in-state residents.”

The organization found that being able to offer a home away from home during



the pandemic was just what the doctor ordered. “We had a really good year because people were staying home,” Sullivan said. “The cabins are located two miles from everywhere.”

The business made people aware it was open for business through social media, its website and travel promotional items.



Campfire Ceramic Mug

“A lot of organizations leave gifts in their rental properties, like drinks, sodas and water, but you need to leave something that’s branded,” Sullivan said. Sullivan has branded [mugs](#) at the properties that not only add to the cozy atmosphere, but also let visitors take a little piece of their staycation home with them.

It also found other ways to add thematic fun to its properties. “At our beach property in South Texas, we let renters know that every reservation comes with a free [canvas beach bag](#),” Sullivan said. “It’s such a simple gift, but people really love it.”



Dream Vacations Travel2Unwind also found a unique way to meet customer needs: care packages that include travel promotional items for everyone who books a vacation.

## 4 Reconsider your message

There has never been a better time to focus on showing how your products and services solve customer problems. This not only gives your organization an opportunity to express how you care about customer needs, but also allows you to position your organization as an expert in the industry.

Focus more on offering value rather than making a sale by developing social and web content that addresses concerns customers have risen on your social platforms. Conduct research on questions being asked in search using free tools, like Google® Trends or AlsoAsked.com, and write content to answer the most commonly asked questions.

*“I have a little goodie bag that I send, including items like hand sanitizer, mints, a lanyard and a wallet,” Benipayo said.*

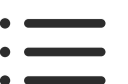


*Connect with customers through unique promotional items.*

## New marketing for new needs

As more people prepare to spread their wings and fly (perhaps literally) from their homes for the first time in more than a year, finding ways to connect to with them and position yourself as a problem solver will be key. And as you build your post-pandemic marketing strategy, every concern you address can create a happy—and returning—customer. 4

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



PRODUCT HIGHLIGHT

# Tap into the power

*By Suzanne Worwood*



Tech promotional items supercharge your brand





When it comes to giving employees and customers gifts, tech products are a perfect fit. Even the hard-to-buy-for appreciate the frequent use they'll likely get from tech gadgets. That's why giving tech promotional items is a great way to boost awareness and gain appreciation for your brand.

## Put the power of branded tech gifts in their hands

Tech gadgets make great gifts for new customers or new team members. Here are a few they'll appreciate. When smartphone users want to grab a quick charge in their home or office, the [Skullcandy® Fuelbase Max Fast Wireless Charging Pad](#) makes it simple—just set the phone on top and let it power up, no extra cables required.

Skullcandy® Fuelbase Max Fast Wireless Charging Pad



*Perfect for people on the go.*

Vivid Plus Power Bank



Light-Up Logo Qi® Wireless Power Bank



For those on the go, like sales people or nature enthusiasts, power banks—including the colorful Vivid Plus Power Bank with [10,000 mAh](#) or [5000 mAh](#) capacity—offer a longer charge or a compact size when associates spend a day away from the office or home.

Offering the best of both worlds, the [Light-Up Logo Qi® Wireless Power Bank - 10,000 mAh](#) provides a mobile, wire-free charge that lets the owner power up their mobile device while driving to an appointment—or spending the afternoon at the park.

## Impress customers the 'write' way

People who prefer to take handwritten notes can now do so with help from a tech promotional product. The [Rocketbook® Executive Flip Notebook with Pen](#) makes it possible to take notes, doodle or draw a great idea onto synthetic paper that can be wiped clean with a damp cloth for repeated use. Notes can then be converted to a digital format using the Rocketbook app. Send this tech-friendly set to people who attend your next webinar or in-person presentation.



Rocketbook® Executive Flip Notebook with Pen

*Save handwritten notes directly to a phone with this tech giveaway.*

## Help make remote work easier

Remote work has become a norm for many of us—even those who have returned to the office might work remotely at times. Consider setting up your remote employees and customers with helpful branded tech gifts.

The [Video Conference Portable LED Light](#) improves the brightness and clarity of video chats and presentations. [Bawl True Wireless Auto Pair Ear Buds](#) will give recipients freedom from cords during an important call—or when they want to relax with their favorite music.



Video Conference Portable LED Light

Bawl True Wireless Auto Pair Ear Buds





## Give a gift for the outdoors

Whether the people on your list like to camp, boat or sit by the pool, they'll all appreciate the [Rugged Fabric Waterproof Bluetooth® Speaker](#), which is rated for outdoor use. Give it as an employee anniversary gift or to say thanks to your long-time customers.

## Take tech to go

Staff members who carry a laptop from office to home and back will appreciate an [Under Armour® Hustle II Backpack](#). It easily stows tech accessories—and even a water bottle. Give it as appreciation for landing a big customer or for a job well done.

Under Armour®  
Hustle II  
Backpack



Rugged Fabric Waterproof  
Bluetooth® Speaker

## Energize your brand

Tech promotional items are not just useful, they're fun to receive. And the appreciation you get from customers and staff will supercharge your brand. [4](#)

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





LASTING IMPRESSIONS

# Family-friendly **fun**

*By Joshua Grover-David Patterson*



Community event ideas that get everyone engaged >>





When many of the 2020 community events in Perry, Georgia, had to be cancelled due to COVID-19, city event planners knew they wanted to find a way to bring people together—even if that meant keeping them separate. So they took one of their popular community event ideas and found a way to reinvent it.

“What was supposed to happen was an event called Art in the Park, which was going to take place in May,” Special Events Manager Anya Turpin said. “It usually has vendors and interactive children’s activities.”

The new event they created—[My Colorful Community](#)—took a twist on the artsy gathering and built an event so successful they brought the family-friendly event back again and again.

If you’re looking for event inspiration and helpful tips, here is how you can build a successful gathering of your own.

## Tip #1: Know what you want to achieve

The first step of a new—or reimagined—event is [knowing what you want to achieve](#):



Welcoming new people to your community or organization



Providing training or education



Engaging individuals and family

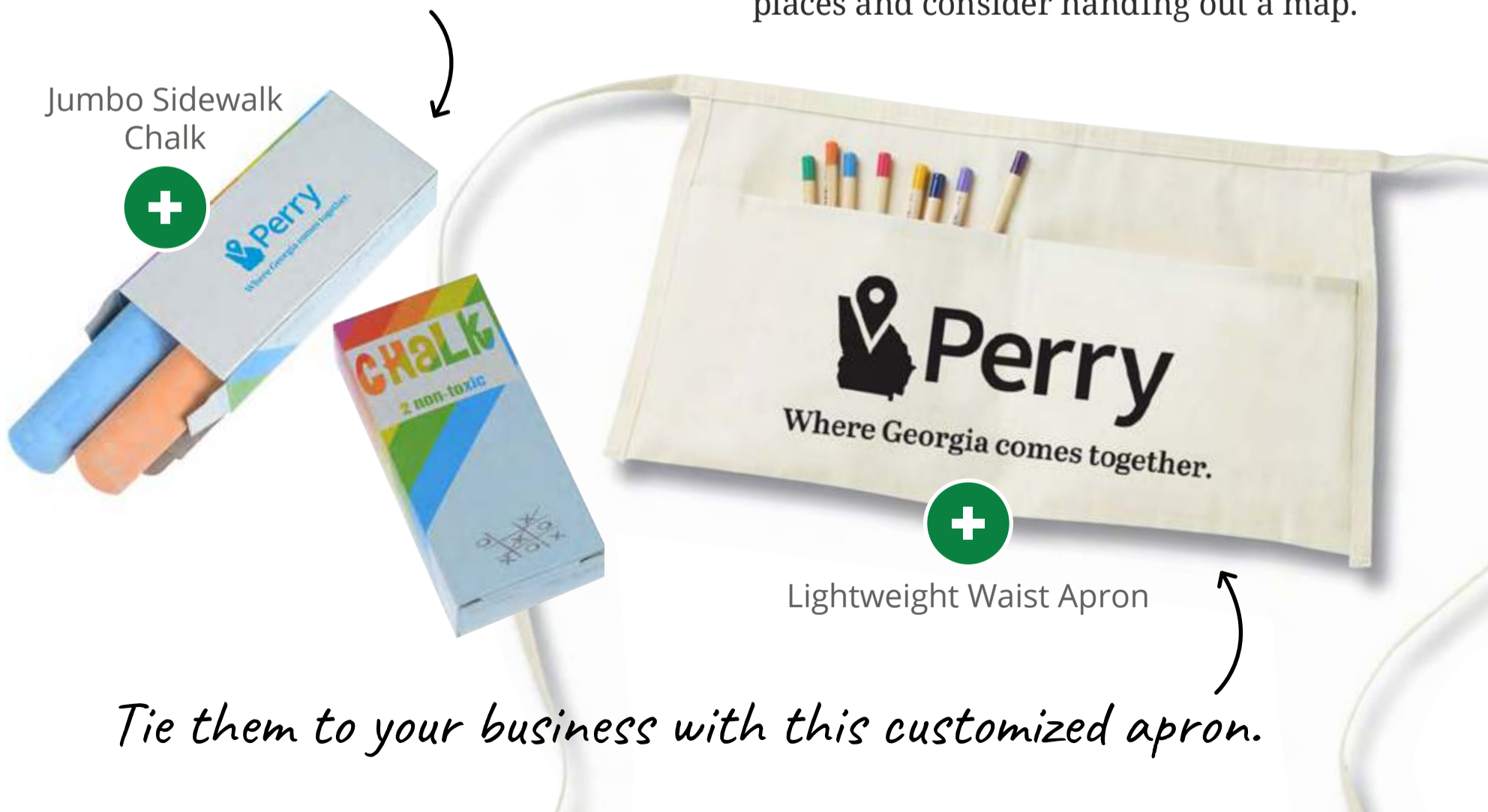
Once you have your goals in place, event planning is much easier.



For Perry, it was about bringing the community together while still keeping social distancing and other safety measures in mind. The result was an event that allowed people to work together, separately. The planners gave everyone an [apron](#) with pouches. They filled one of the pouches with [chalk](#) and directions on how and where to use it.

Over a three-day period, “children of all ages” were invited to use their chalk event promotional items, select a rectangle on a local trail and use that as their canvas. The artists were then encouraged to take a walk along the rest of the trail to check out everyone else’s creations.

*Bring the community together with this fun promotion.*



## Tip #2: Pick the perfect spot

For Perry, a socially distanced park was the ideal gathering place. “We knew our parks were one of the safe spaces that people were still going to, where they could use the trails and hang out in the green spaces with their family,” Turpin said.

When selecting your venue, [consider the following](#):

**Ease of access:** Pick a location that’s simple to find and accessible for people of different abilities and mobilities.

**Parking options:** Make sure there is plenty of parking space available based on your expected turnout.

**Signage:** Ensure people can find your event, the first-aid station and the bathrooms. Make sure to label important places and consider handing out a map.





### Tip #3: Offer flexible opportunities

When it comes to community event ideas, it's important to remember that "communities" can include people from 9 days to 99+ years old—and they all have different needs. Perry's event not only offered a flexible schedule for participation, but it was easy for people to take the fun home—or anywhere else in the community.

While some families took the chalk home and drew in their driveway, the second art opportunity used event promotional items to encourage people to take their art everywhere.



*"In the other pocket of the apron, we gave everyone a rock and some paint so they could decorate it and then hide it so someone else could find it," Turpin said.*

The project had long-reaching effects. "We had rocks showing up months later because someone had just found one or had re-hidden one and someone found it. We found a lot of COVID-related messages like, 'Hang in there' or 'Things will get better.'"

### Tip #4: Promote where people hang out

Of course, a great event won't draw much of a crowd if people aren't aware of it. And it's not just enough to announce it—you have to convince people it's going to be worth their time.



To [ensure your gathering pulls people in](#):

### **Pick the right promotional channels:**

Because they wanted to capture people throughout the community, Perry used a combination of marketing tools, including [traditional media](#) and [social media posts](#) to ensure as many people as possible knew about the event.

**Perfect your message:** Determine what will appeal to your target audience. For Perry, it was socially distanced fun, free art supplies, and an open timeframe that worked for families on a variety of schedules.

Perry's Facebook® event post caught even more attention during the event, with families sharing pictures and videos of their chalk and rock-painting creations.

## Tip #5: Reflect and prepare for the next event

Once the event is over, use attendee feedback to make your next event better. For Perry, the reaction was so positive, planners chose to create two similar events that added fun holiday twists. “For Halloween we had Halloweetka on the Weleetka Trail,” Turpin said. “We asked people to do Halloween-based drawings and hid family-friendly ghost cut-outs in the trees so families could perform a scavenger hunt.”

For Christmas, they traded the ghosts for reindeer and shared fun facts about Santa's famous sleigh-pullers.



## Crafting community fun

Finding the perfect community event idea is all about knowing what your audience needs. And with a little ingenuity and well-chosen event promotional items, you can create a gathering people will talk about for a long time. [4](#)

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





# Paying it forward

Stress-reduction gifts raise funds and surprise friends

C4 (Community Counseling Centers of Chicago), a nonprofit that serves people with emerging mental health and social problems, put a new spin on fundraising by giving people what they wanted and needed: stress-reduction gift packages. Its unique approach to this fundraiser earned the group the title of Swag Master.



## ★ A multifaceted fundraiser

For donors, this fundraiser had a bonus: In addition to feeling good about supporting a wonderful nonprofit, as part of their donation, donors could provide a pick-me-up by giving a stress-relief gift basket to someone they care about. For C4, that meant increased awareness from gift basket recipients who may not have heard about the organization.

## ★ Everyone needs a little self-care

C4's basket included stress-reduction gifts that were sure to please:

- A [journal](#) for writing down feelings
- A [zen candle](#) to invoke the sense of a spa pampering

- A [water bottle](#) to keep cool and hydrated
- A branded [stress ball](#) to work out tension

C4 presented these items, along with a sampling of goodies from local businesses, in a branded colorful stress-relief gift basket, which made for the perfect surprise to brighten any recipient's day.

## ★ The gift that keeps on giving

Early on, it was clear this Swag Master was onto something good. After sending the first round of baskets filled with stress-reduction gifts, many recipients loved them so much, they ordered some for others—paying it forward and keeping the kindness and support going!



TREND

# Outdoor event gifts

*By Joshua Grover-David Patterson*

Promo products do double duty at fresh-air events







While get-togethers and the outdoors have always made a great pair, over the last year, outdoor events have become more common—and more popular—than ever. In fact, among 2021 event trends, [outdoor events are expected to play a role in those that are wellness-themed and those hosted at non-traditional venues](#). And at many of these gatherings, branded event gifts are on the invitation list. Not only can they keep your organization top of mind, but also they can help ensure your event runs smoothly.

The [Inteplast Group](#) in Lolita, Texas, is a great example of how event gifts do double duty. The company gives away a [flashlight with carabiner](#) at their employee safety events to accomplish multiple goals—including supporting its safety theme. “Employees use them in many different ways, including putting them on their keychain for quick and easy access,” Administrative Assistant Stephanie Escamilla said. “[They] also instill a lot of excitement and generate strong attendance as everyone always enjoys these very useful items.”

Even hosting the events outdoors adds to the overall theme of these safety trainings. “We rent very large tents and gather outside [and] we promote many aspects of safety: PPE, guarding, training, etc.,” Escamilla said. “Having the event outdoors removes attendance restrictions and always creates a fun, healthy experience for our employees. [Our promotional products] are associated with a safety event and often branded with our safety graphics—every time they pick them up in the future will serve as a reminder to be safe at home and at work.”

If you’re planning an outdoor gathering, these tips and promo products can help take your event to the next level—and share your brand well into the future.

Arica Flashlight  
with Carabiner

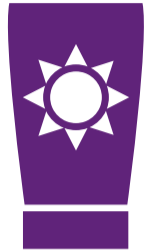


## Tip #1: Keep them safe

While outdoor events may bring to mind barbecues and sunshine, they also create a number of safety considerations—even when pandemics aren't part of the equation. To keep your visitors safe from sun, stings and germs, [give everyone a goodie box filled with event promotional products](#), including:



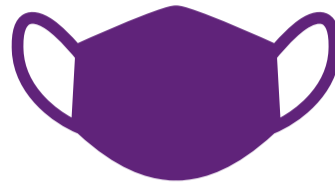
[Sunglasses](#)



[Sunscreen](#)



[Insect repellent](#)



[Face masks](#)



[Hand sanitizer](#)

*Your guests will appreciate the gesture and remember you with each use.*

## Tip #2: Get everyone weather-ready

If your gathering is going to happen “rain or shine,” it’s a good idea to get everyone ready no matter what the weather forecast.

Preparing your staff and guests to spend the day in the sun by giving them a [moisture-wicking polo shirt](#) is a win-win. Its breathable fabric will help keep their bodies cool in the high heat and will dry out quickly after an unexpected rain shower.

Finding items that can be used in both weather scenarios is important and helps make the most of an event budget. Take [umbrellas](#), for example—having these on hand for a potential rain shower is a smart choice for an outdoor event. But the promo item can also be used to provide a much-needed reprieve from direct sun rays.







### Tip #3: Take care of tech needs

At any event, staff and customers alike often share their experiences on social media. But using tech outdoors often means battery life may drain before the event is over.

Power up event staff and visitors—and keep your online visibility going all day—by giving away power banks. Include an event-specific hashtag with the event gift and ask participants to tag your organization when they post for extra social reach.



### Tip #4: Turn drinkware into wins

With the sun high in the sky, people are going to consume plenty of beverages throughout the day—making drinkware a go-to event promotional product. Serving drinks in a reusable stadium cup or water bottle will help keep attendees hydrated while providing event wins for you:

- You'll cut down on cleanup time and garbage removal costs by giving a gift they can take with them.
- Because the cups and bottles are plastic, you won't have to worry about glass shattering if dropped.
- The cups can also serve as a fundraising win—sell the cups for a discount on drinks.

*Keep phones charged during events with this custom power bank.*

## Tip #5: Make the most of after-dark events

When the stars come out, event gifts can be used for safety, fun and awareness. For example, a [Mini COB Pop-Up Lantern](#) can serve as a decoration that lights the way and makes a great end-of-night door prize. Or a [Pocket LED Flashlight](#) can be used to help visitors get around safely or play an epic game of flashlight tag.

[Communities That Care](#) in Saratoga Springs, Utah, participates in several summer outdoor events. The organization's volunteers help youth make better life decisions by building connections with their families, schools, communities and peer groups. Communities That Care discovered that giving away a [picnic blanket](#) at events allowed it to check off several boxes—the blanket attracted attention, helped people enjoy the event, and shared the organization's message.

Monday Fundays, one of the community's summer events, features a different theme every week. And each week, the organization raffled off a branded blanket that encouraged people to visit their booth, while helping families enjoy current and future events all summer long.

“We've had everything from Kite Night to concerts to an evening covering bicycle safety,” Coordinator Caryn Nielsen said. “It encourages them to get outside together. It's the perfect place to sit and have a family meal with the dinner they just got from the food trucks.” Of course, the blankets can also make the event more comfortable in other ways, helping visitors to keep warm during a chilly evening.

## Fresh-air events

When it comes to creating a memorable gathering, event gifts keeps on giving—on the day of the event and for many days to come. [4](#)



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



# Keeping communities clean

By Cheryl Sina

## Thanking hardworking volunteers with nonprofit shirts

Volunteers for [Keep Newton Beautiful](#)—a Georgia-based [Keep America Beautiful](#) affiliate—roll up their sleeves to clean litter from roadsides, parks and neighborhoods. Through the beautification effort, volunteers show pride in their county. Everyone who dedicated time during a recent event—one of five being held in 2021—received a nonprofit shirt as a thank-you gift.





# Like what you saw in amplify?

Check out past issues.



Spring 2021



Winter 2021



Fall 2020



Summer 2020

Learn more about using promotional products in your organization!

- » Branding
- » Business Gifts
- » Conferences/Seminars
- » Dealer/Distributor Programs
- » Employee Apparel/Uniforms
- » Employee Incentives/Recognition
- » Events
- » Fundraising
- » Leave-Behinds
- » Market Research
- » New Customer/Lead Generation
- » Office Supplies
- » Public Relations
- » Safety Programs
- » Team Building
- » Training
- » Word-of-Mouth Marketing

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