

WINTER 2022

# amplify

4imprint®

Promotional products.

Remarkable results.

## Scaling your business

How to get to the next level, p. 7

**Cooking up connections**

Promo kitchen gear, p. 12

4imprint®

**Strong hybrid teams**

Tips for maintaining, p. 22

# It's amazing what community-building makes possible.



**Kevin,**  
with 4imprint  
31 years

In our [Cover Story](#) on scaling a business, we meet Camp Climb, an organization building communities of female entrepreneurs and expert advisors. Community-building magic happens when entrepreneurs and advisors meet for “camp” events. Campers whose organizations experienced rapid growth say advice from their camp community made a big difference.

Access Rehab Centers, a physical therapy provider, has also witnessed the power of community-building. The organization found that a clever giveaway—distributed at precise moments along the patient journey—helps create a strong community environment among patients and staff.

Additionally, this issue introduces you to two organizations taking extra steps

to develop a sense of community among in-person and remote workers. Their experiences, profiled in our [Trend Story](#), offer inspiration to anyone navigating a hybrid workplace.

Whether you want to scale a business, strengthen your customer journey or improve team member connections, building a sense of community is a great way to make it happen. And, we hope you find the ideas in this issue helpful as you build communities of your own.

Thank you for being a part of our amplify<sup>®</sup> community! We're so glad you're here.

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

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!

# amplify<sup>®</sup>

Promotional products. Remarkable results.

4imprint<sup>®</sup>

## CONTRIBUTORS

4

## OVERHEARD

5

T-shirts get #SwaggingRights<sup>®</sup>

## COVER STORY

7

Scaling your business

## PRODUCT HIGHLIGHT

12

Promotional kitchen accessories

## LASTING IMPRESSIONS

16

Perfecting the path

## SWAG MASTER

21

Signature giveaway

## TREND

22

Improve your hybrid workplace

## REMARKABLE MOMENT

27

Catching happy memories

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).



Scaling your business requires a mix of the right people, the right technology and the right marketing. Read our [cover story](#) for tips on how to tip the scale toward growth.

# Meet this month's featured contributors



**Suzanne Worwood**  
Senior VP Merchandising  
4imprint

More people are cooking and eating at home—and your brand can help them whip up something delicious. In [Product Highlight](#), Suzanne shares which kitchen giveaways are sure to leave a tasty impression.



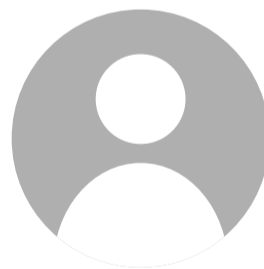
**Cheryl Sina**  
*one by one*® Coordinator  
4imprint

Good memories create stronger families. In [Remarkable Moment](#), Cheryl Sina highlights a nonprofit using outdoor activities to bring loved ones together. Sina, a member of the 4imprint team for 21 years, has coordinated the *one by one*® program since its inception in 2006.



**David Vignali**  
Social Media Specialist  
4imprint

Our latest [Swag Master](#) took one of the most popular promotional items in existence and used it to catch attention and build relationships in a whole new way. Social media specialist David Vignali, a member of the 4imprint team for 7 years, can't wait to tell you their story.



**You!**

T-shirts can be a uniform, a gift, a billboard and so much more. In [Overheard](#), our customers show you the Ts their staff and customers love while sharing their SwaggingRights® stories.

# #SwaggingRights®

T-shirt giveaways fit every customer and staff member to a "T"



kenastoncommonphysio

🎓 Happy Graduation Day! 🎓  
Patricia worked hard with Hillary to rehab her back injury 💪 and now feels confident returning to home workouts (in her new KCPT T-Shirt!) 😊



Troy  
This guy works in the concession every game and wears the swag each time....



Chautauqua Striders

Chautauqua Striders would like to thank 4imprint for these awesome t-shirts 😊



**Nacho Aguirre**

Just happy to be part of this great city of San Antonio, TX Our NEW délice #SanAntonio T-shirt will be available soon.



**oconnellemily**

vball szn is back bby! go thunder ducks 🏐 (my role is equipment manager)



**Sean**

Family & Friends and Customers all enjoy these soft, comfortable shirts. They are great looking. The two-colored shirts with the embroidery on the front and the large print on the back really wowed people, and established our new presence in our business.



Check out our Pinterest® board for [T-shirt giveaways](#) that are sure to grab customer attention, staff appreciation and #SwaggingRights.



# Scaling your business

*By Joshua Grover-David Patterson*

How to take your enterprise to the next level





**W**hen it comes to scaling your business, there's a lot to learn from Emma Hicks. She has spent years as an entrepreneur, including running a successful vintage furniture shop. Still, Hicks felt she could make a bigger impact in the business world. "I wanted to be surrounded by like-minded women and to really connect," Hicks said.

She founded [Camp Climb](#), an active community for creative female entrepreneurs of all generations. Rooted in the Midwest, Camp Climb offers in-person events, an online community, hosted excursions and much more. The organization brings together women who want to learn, collaborate and create a community as they pursue their dreams.

Hicks' business began expanding almost immediately, and now it includes a variety of events held throughout the country and

in Costa Rica. "This company has taken us on a wild ride over the last four years, and it has opened us up to many incredible possibilities and opportunities individually and as a collective," Hicks said.

## Accelerating your company

If you're like Hicks and looking to expand your venture, it's important to have a solid base. As you get ready to take your company to the [next level](#), you'll need to:



**Commit to growth:** Create growth targets and plans to achieve them.



**Focus on customers:** Make certain you understand your ideal clients and what problem you solve for them. Also, ensure your potential customer base is large enough to support any expansion.



**Find resources:** Locate the funding and supply chain you'll need to support your growth.



To give your business the boost it needs, consider outsourcing and automating where possible. While your goal may be to hire more employees, you might not have the time or funds to add all the staff you need—and you can't always do more yourself. [Save time by automating](#) accounting procedures and social media posts, so you can spend more time building your business and less time running your business.

When your company requires a human touch, find freelance staff who can come in as needed to keep costs down. Camp Climb recruits and handpicks graphic designers and web developers who sit down with retreat participants to learn about their ideal audience, provide advice and offer constructive criticism.

---

*“After a one-on-one brand audit with Graphic Designer [Laura Kashner](#), [one of our attendees] raised [its] conversion rate by 300%,” Hicks said.*

---

## Give your marketing a boost

As you work on growing your business, it will also be necessary to scale up your marketing. After all, the more people you reach, the more people you can help.

### Draw in customers online

Update your website and blog with fresh search-engine-optimized content to make it easy for your customers to find you. Being active on social media can also help boost business.

Sonya Nichols has seen the [Global Women's Basketball Association](#)—a professional basketball league that plays nationally and internationally—nearly double its social media reach by providing content people wanted to see.

Facebook® takes games out of arenas and into people's homes—or wherever they access the social platform. Every game is livestreamed, so fans who can't travel, or just want to watch from their living room, can see the game. “Thanks to livestreaming, we've been able to double our online audience organically,” Nichols said.

**37%**

of consumers find purchasing inspiration on social platforms.



[Source](#)



### Leverage word-of-mouth

Word-of-mouth advertising can also be a powerful way to promote growth. It's estimated [93% of consumers trust reviews from family and friends](#) more than any other kind of advertising. Ask for customer reviews and referrals in-person and online to ensure you'll have a steady stream of future customers.

To help customers deliver your message, consider investing in branded giveaways.

“We got a bunch of [pennants](#) with ‘Go Camp Climb’ on them,” Hicks said. “We handed them out at a closing ceremony to remind everyone of the event. We also use them on cork boards at coffee shops and other places where our vibe is going to be understood.”

GWBA also gave away [shirts](#) and other items to help spread the word about its organization.



Pennant 5" x 12"



Hanes® Authentic T-Shirt

*Deliver your message by investing in branded giveaways.*



## Build your team

Getting the [right people on your team](#) is especially critical as your company grows. Hire people who are self-motivated, excited to help the company expand, and able to tap into a wide set of skills.

Finding the right partners has been critical for Nichols as she works to build the GWBA. The GWBA performs a very thorough vetting process of the teams it approaches as well as the teams who approach it.

“We’ve turned down quite a few markets because they didn’t fit the bill.”

In addition to looking for quality teams, the GWBA also seeks true partners that will help build the organization. “Each market owner is responsible for their own marketing, advertising and social media,” Nichols said.

---

*“We have a mindset of quality over quantity,”  
Nichols said.*

---

## Set yourself up for success

Growing your business can be an exhilarating time in your business journey. Use these tips to travel the path to success. [4](#)

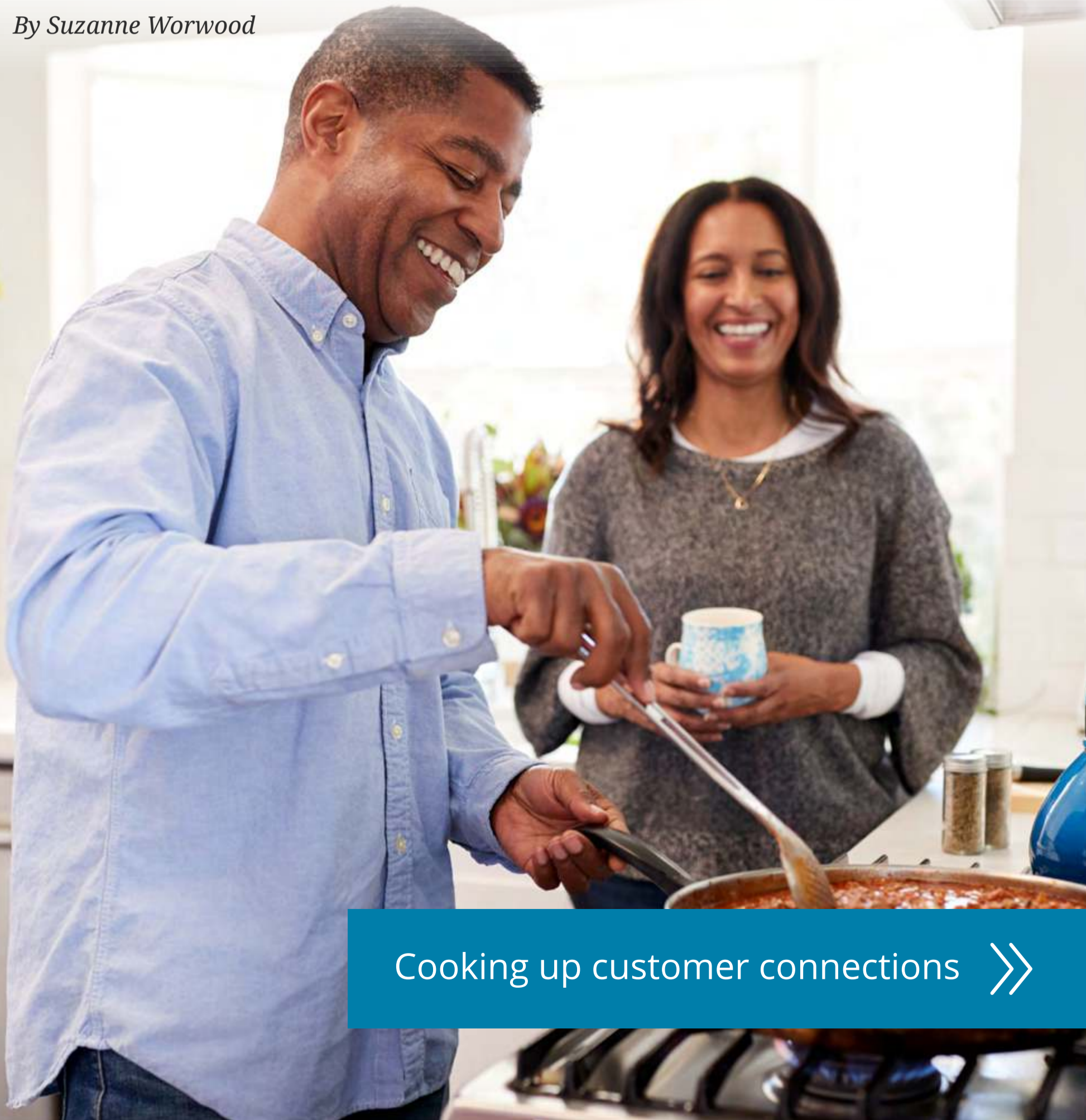
*Note: 4imprint is a sponsor of Camp Climb and the Global Women’s Basketball Association. Looking for more information about this topic? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) with inquiries.*



PRODUCT HIGHLIGHT

# Promotional kitchen accessories

*By Suzanne Worwood*



Cooking up customer connections >>

Over the last two years, almost two-thirds of shoppers say they are both cooking and eating at home more often. Your brand can be at—and on—the table with promotional kitchen accessories.

## Promote team building with a recipe swap

Food brings people together. Invite team members to share a recipe virtually. Have everyone vote for favorites, and give the top vote-getters the [CraftKitchen Baking Set](#). It's a kitchen gift they'll never forget.

CraftKitchen Baking Set



Black Marble and Wood Cutting Board



## A trendy gift for a special customer

Charcuterie boards are all the rage, with people putting their favorite meats, cheeses, fruits and more out to create tasty, trendy treats. Present the [Black Marble and Wood Cutting Board](#) to a favorite customer in a gift basket with some favorite snacks or at lunchtime for a virtual meeting.

*Give customers and team members a taste for your brand.*



## Make movie night better

People love movies, and now with more streaming options, more than half of them say they prefer to check out new releases at home. The W&P Microwave Popcorn Popper makes the perfect gift. Make it a gift basket by adding a Contemporary Popcorn Gift Bag.

W&P Microwave Popcorn Popper



*Enjoy your favorite movie and a snack.*



Contemporary Popcorn Gift Bag

## Boost workplace wellness

Host an in-person or online healthy cooking course for top clients or staff and give everyone a Studio Cuisine 4 pc Measuring Spoon Set to measure out their ingredients. They'll appreciate this promotional cooking item more with every spoonful.



Studio Cuisine 4 pc Measuring Spoon Set

## A clean branding win

Welcome staff members or customers to a new home with a [Squish Collapsible Dish Rack](#). It pops up and collapses in a snap, making quick work of kitchen cleanup. They're sure to appreciate this time-saver.

Squish Collapsible Dish Rack



*Designed to collapse for convenient storage.*

Silicone Food Storage Bag



*Store food and other perishables in this reusable bag.*

## Reduce waste, increase impressions

The [Silicone Food Storage Bag](#) makes it easy for customers and team members to care about the environment. The reusable bag will remind them of your brand—and your commitment to conservation—every time they use it.

## A kitchen full of connections

More kitchen time means more opportunities for customers and team members to get a taste for your brand with these promotional kitchen giveaways. 🍴

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



LASTING IMPRESSIONS

# Perfecting the path

*By Joshua Grover-David Patterson*

How to use customer journey touchpoints





# Access Rehab Centers, a physical, occupational, speech and aquatic therapy provider in Waterbury, Conn., made a powerful choice.

Patients who receive therapy services at one of the organization's 13 clinics received a uniquely branded [T-shirt](#) at the end of their customer journeys. The organization found a way to turn that single customer journey touchpoint into more connections. And it all started with a little creativity and fun.



“We wanted to give staff members a comfortable, creative option to wear in the office,” said Brian Emerick, president of Access Rehab Centers.

“We gave the shirts and tie-dye kits to every clinic and asked them to get creative.”

For Access Rehab Centers, the t-shirts soon began to play a much bigger role in the overall patient experience. It's an example of how any organization can create experiences that meet prospective customers' needs before, during and after a sale. Here's how you can do the same in your organization.

## Step 1: Build a list of touchpoints

It'd be difficult to create a map of a country without a list of roads and cities and an understanding of where they connect. Likewise, customer touchpoint mapping [requires knowing the places current and prospective customers interact with your organization.](#)

Start [building your customers' journeys](#) by capturing all the potential touchpoints before, during and after the sale. To ensure the list is complete, be sure to tap all departments for their ideas.

Before the sale

During the sale

After the sale



## Touchpoints before the sale

Future customers can encounter your brand in a wide range of places. As you create your inventory, consider online and print ads, company events, word of mouth, product reviews and your website as places prospective customers may find information about you.

At this phase of the journey, prospective customers may want to know more about your organization, the products or services and what makes them different from competitors.

When Access Rehab Centers staff tie-dyed their T-shirts, they also submitted photos for a contest. Pictures were shared via social media and followers encouraged to vote for their favorites. Friends and family shared social media posts, adding to the fun, creating a customer journey touchpoint and introducing potential new patients to the therapy provider.

## Touchpoints during the sale

As you continue cataloging the places where prospective customers interact, consider how your customers interact with you during the sale.

During this portion of the journey, prospective customers want to be assured their experience will be smooth and the product or service reliable. They may want answers to questions about timelines and customer support, should they need it. They'll often use your website, physical location, delivery service and sales team to find information.

Access Rehab Centers continued to build the feeling of community and fun during this experience. The shirts made staff easy to identify and made them feel more accessible to patients. The T-shirts also create a conversation starter for patients starting therapy.

## After the sale

What happens after a sale is often the deciding factor in whether a customer decides to choose your organization again. That's why it's important to map the touchpoints your organization has with customers after they've purchased a product or service. Among the touchpoints to consider:

- ✓ Thank-you notes
- ✓ Feedback surveys
- ✓ Invoices or bills
- ✓ Customer support calls, texts or emails
- ✓ Renewals
- ✓ Loyalty programs
- ✓ Training programs

When mapping these touchpoints, consider customer wants and needs after making a purchase. Can you reinforce their excitement about the purchase? Encourage them to provide feedback? Open clear channels for customer support? Take inventory of what exists and ask if these after-the-sale touchpoints complete the buyer experience.

To complete their patient journey, Access Rehab Centers ensures each patient takes a bit of the experience home with them.

“We give every discharged patient a shirt,” Emerick said.

In addition to feeling a part of the organization, patients also have the clinic's name and contact information on their shirt.

## Step 2: Craft your customer journey map

Once you have a collection of touchpoints that go from your first meeting to your post-sale return visit, [build a map that allows you to see every step](#) on the customer journey.

While this can be as simple as a list that goes from beginning to end, a spreadsheet or a whiteboard, mapping customer touchpoints lets you see all the different “roads” that exist. Use the map to identify gaps, basically places where prospects may not get the information they need or have the experience you want.





### Step 3: Label touchpoint intensity

Every touchpoint is important, but some provide a little nudge while others create a big push. Labeling your touchpoints from 1 (least important) to 5 (most important) ensures you're putting energy into the most critical touchpoints.

### Step 4: Review feedback and improve the journey

Feedback comes in many forms, from online reviews to customer interactions to word-of-mouth recommendations. Cross-reference that feedback with your customer journey touchpoints map to [determine where changes need to be made](#).

### From start to finish and back again

For Access Rehab Centers, a T-shirt created both employee camaraderie and added consistency to touchpoints on the customer journey:

“Tie-dye is a much more involved process than most people realize, so this ended up being a fun way for staff members to spend their lunch hours,” Emerick said. “And it gave them a comfortable, fun way to wear an Access logo in the office.”

And as these shirts journey out into the world, they create a customer journey touchpoint in every potential patient they encounter. [4](#)

Want to know more about this topic? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) with inquiries.



# Signature giveaway

Swag Master transforms a pen into a unique promotional item

[Idaho Estate Planning](#) did something seemingly impossible. It turned a common promotional giveaway into an essential part of its business branding, earning Swag Master honors.



## ★ Start with safety

Idaho Estate Planning first began using the [uni-ball® 207 Gel Pen](#) with members for practical reasons. The fade-resistant, anti-fraud ink bonded to documents, ensuring signatures couldn't be removed. Whether members were signing their wills or performing yearly updates on their trusts, they could be certain their signatures were as concrete as their intentions.

## ★ Max impact

The pen's color scheme is both eye-catching and memorable as purple accents outside match the ink inside. As Idaho Estate Planning quickly discovered, members love the unique promotional

item, which mixes document safety with recognition for maximum impact. In fact, so many people asked to take a “purple pen” when their document signing was done, Idaho Estate Planning added its brand to the item.

## ★ A unique promotional item becomes a tradition

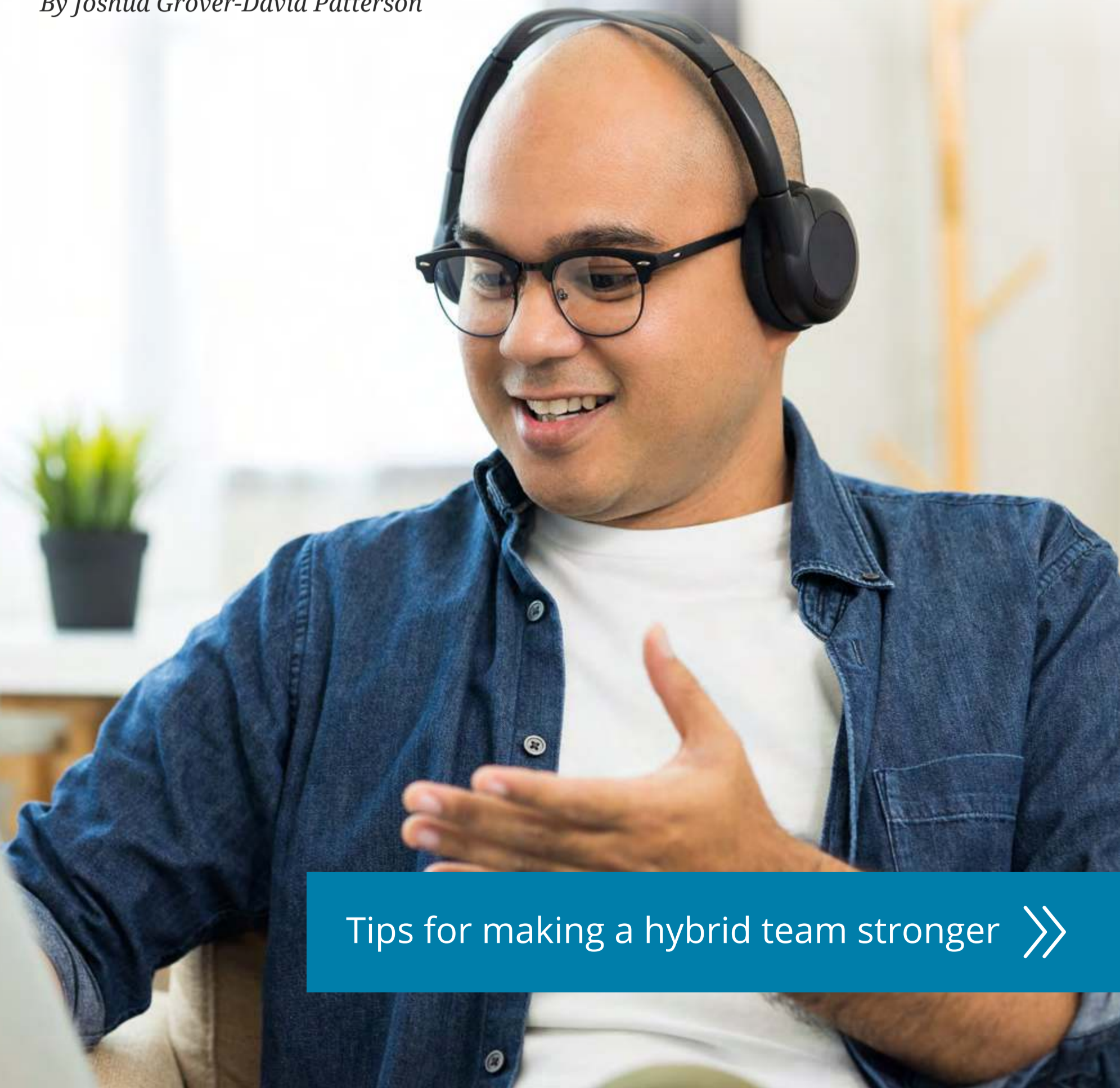
Year after year, members look forward to updating their documents with the “purple pen”—as the giveaway now is known. This unique promotional item helps ensure critical document signatures are secure, and Idaho Estate Planning stays top of mind year-round.



TREND

# Improve your hybrid workplace

*By Joshua Grover-David Patterson*



Tips for making a hybrid team stronger >>



Even as more organizations return to the office, it's clear the hybrid workplace is here to stay, with [79% of organizations announcing an official move to an in-office/remote/both model](#). This affects some organizations more than others.

“We’ve always been mostly remote,” said Rudy Orman, director of correspondent sales and product development at [Reliant Bank](#) in Brentwood, Tenn. “The retail part of the bank is in Tennessee; our group operates nationally.”

With staff members all over the country accustomed to working from home, work during the pandemic was largely business as usual. But even hybrid-experienced teams like Reliant Bank know that face time and FaceTime® aren't always the same.

As hybrid work becomes more common, Reliant Bank has been able to bring back in-person meetings and find the best methods for meeting every teammate's needs. Looking to do the same? Check out these hybrid work tips to make managing a hybrid workforce as easy as pressing “Join” for your next virtual meeting.

## Idea #1: Ask employees about their needs

Because so many organizations went from office to remote in a matter of days, equipment, apps and other solutions put into place “for now” are still in use. Now that hybrid workplaces have become common, [it's important to ask, “What does our staff need to make this work long-term?”](#)

Connect with your employees and ask them to identify issues and technology that need to be addressed.

## Idea #2: Consider trading open and closed spaces

When it comes to worker safety, the traditional office setup may require some out-of-the-box—or rather, the cubicle—thinking.

Staff members once worked in cubes and held meetings in enclosed rooms. Now, [trading these two spaces may be the best way to keep staff safe](#) and productive.

Large open areas that used to hold cubicles can be reconfigured to get everyone in the same “room.” Creating office spaces staff can use provides less contact and more privacy for virtual meetings.

Using easy-to-move tables, chairs, laptops and screen blockers can make it fast and easy to create working spaces that meet your team’s and organization’s needs.

If open space isn’t available in your office, consider embracing the great outdoors. When the [Kentucky Housing Corporation](#) in Frankfort, Ky., wanted to give everyone some face time after a year of primarily working remotely, they brought back the company picnic.

*“We wanted to give everyone an opportunity to meet with their friends, their colleagues and their departments while keeping everyone safe,” said Molly Tate, managing director of communications and marketing.*

A [folding chair with a carrying bag](#) provided the perfect solution and gift.

“The staff could take their lunch anywhere on campus, or to one of the local parks where we rented a shelter,” Tate said. Staff continued using the chairs even after the company picnic and even brought them back to the office for a staff member’s outdoor retirement gathering.



Folding Chair with Carrying Bag

*Bring staff together for outdoor events by using these promotional chairs.*





### Idea #3: Give everyone a chance to be heard

When some of your staff is in-house and the rest remote, it can be easy to lose voices in the shuffle. During a conversation or brainstorming session, [pause the conversation from time to time to see if anyone remote has input.](#)

Another practice for making the hybrid workplace fair is to adopt an “if one is remote, all are remote” stance. Have every staff member—even those at the same conference table—use a personal laptop or tablet to speak to the group. In addition to ensuring everyone has a consistent experience, people can easily drop in and out for small group work or side huddles.

### Idea #4: Maintain flexibility

After a year of flexible schedules and locations, setting hard-and-fast rules requiring in-office time or hours may

contribute to turnover. In fact, [40% of employees](#) have stated they’ll find a new job if they’re not able to keep working from home. If you need to implement a change, clearly explain why it needs to happen and what you can do to accommodate employees who need flexibility.

### Idea #5: Encourage check-ins

In-office managers can easily talk to their team members, stopping by for a quick check-in or discussion about their projects. Meanwhile, remote employees can end up out of sight and out of mind. For Reliant Bank, going back to being a hybrid workplace gave everyone a chance to get some face time.

“Twice a year we would do a group meeting, get everyone face to face as a team,” Rudy Orman said. “These meetings keep from everyone from feeling like they’re on an island.”

Those connections can take other forms as well. For some, it's a virtual call once per month. Orman flies out to meet with his regional salespeople on an individual basis, and the team also meets up at mortgage conferences throughout the year. And at the height of the pandemic, to help boost the feeling of being on the same team, they sent everyone a [branded cap](#). Even small gestures like this can help co-workers feel more connected.



Camouflage Cap

## Teaming up together

A great hybrid workplace puts your staff in the driver's seat, offering them flexibility and the ability to feel like part of the team both in and out of the office.

“We have a core staff of 35-45 who come on-site every day,” said Molly Tate, Kentucky Housing Corporation. “And people do come in for meetings.”

By thinking creatively and being responsive to team members' needs, they've found a hybrid balance that gives every staff member a seat at the table. [4](#)

*Help co-workers feel connected with promotional gifts.*

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

Create a better hybrid work experience with these employee gifts.



Ring Light Clip

Oppo Bluetooth®  
Headphones and Microphone



Crossland®  
15" Laptop  
Backpack



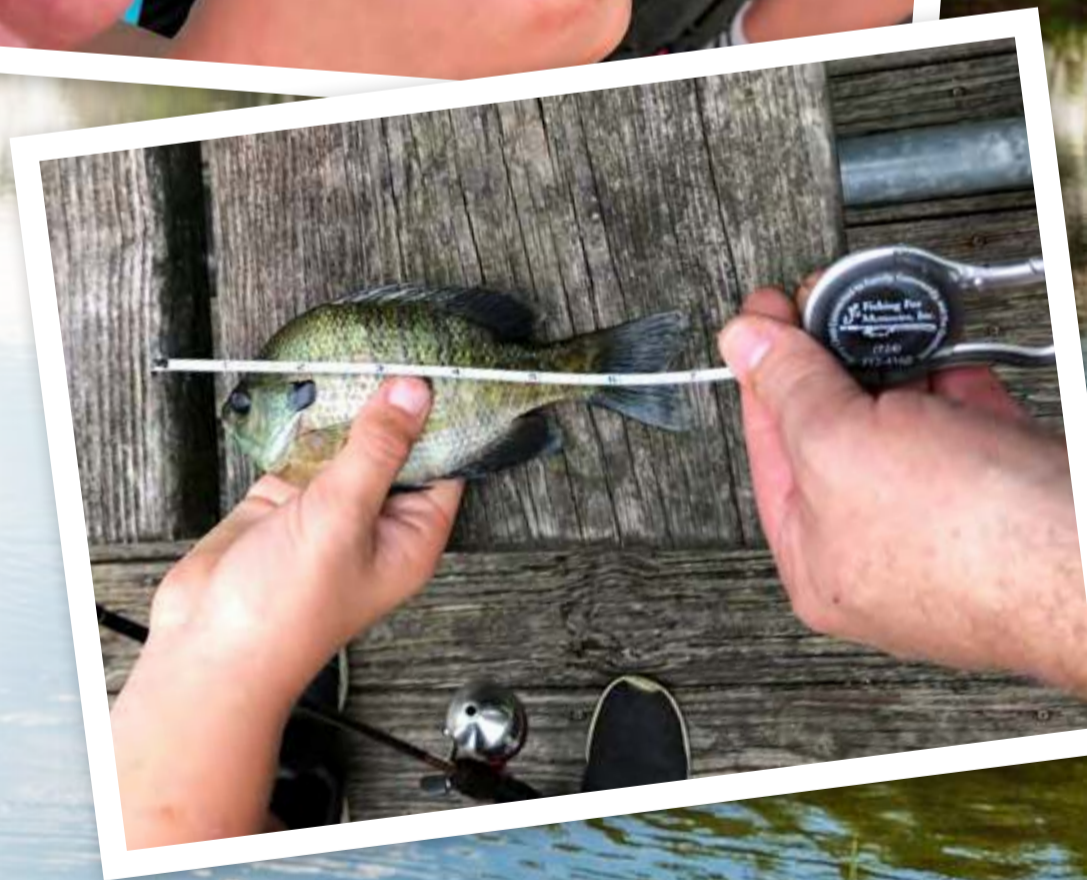
# Catching happy memories

By Cheryl Sina

## Building stronger families by enjoying outdoor activities and event giveaways

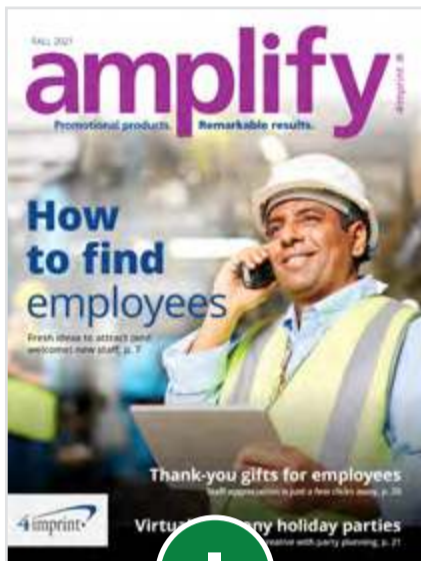
[Fishing for Memories, Inc.](#), knows that good memories forge strong family ties. That's why the organization uses fun outdoor experiences to strengthen families dealing with extraordinary transitions like relocation, adoption and foster care. At a recent community event, the organization distributed logoed [carabiner tape measures](#). The fishing event gave families time for bonding. The event giveaway gave families the tools to measure their catch.

*Note: Fishing for Memories, Inc. was the recipient of a 4imprint [one by one](#)® grant.*



# Like what you saw in amplify?

Check out past issues.



Fall 2021



Summer 2021



Spring 2021



Winter 2021

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

4imprint®

