



## **FOR IMMEDIATE RELEASE**

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## **HOW TO PROMOTE YOUR BUSINESS ON A BUDGET**

*By harnessing the power of close outs, you can use affordably priced promotional products to maintain—and even gain—market share in any economy.*

HOLLAND, MICHIGAN and EDGERTON, WISCONSIN (April 22, 2009) – While the recession continues to top media headlines and erode consumer confidence, the American economy isn't shutting down. We still drive to work, eat at restaurants and catch the occasional movie; however, we are more cautious about what we purchase.

It's the same in business, as companies continue manufacturing products and providing services to consumers. And while many businesses slash marketing and advertising budgets during times of financial crisis, that's often the wrong move, as shown in an American Marketing Association (AMA) [www.marketingpower.com](http://www.marketingpower.com) survey. The study finds that 60 percent of AMA member marketers believe that halting or reducing spending on key marketing programs is the biggest mistake marketers can make in an economic downturn.

Why? Because your competition isn't going to stop advertising. In fact, 81 percent of small- and medium-sized businesses expect to maintain (47 percent) or increase (34 percent) their spending on advertising during the next 12 months, according to a Local Commerce Monitor survey.

If you eliminate marketing to your customers but your competition continues, you can bet you will lose market share and it will be even harder to gain it back once the economy improves.

What can you do to promote yourself on an uber-limited budget? "First, you must select an advertising medium that attracts attention and will be kept by your target market, and promotional products do both," said Mike Freestone, Certified Advertising Specialist (CAS) and business partner in 1promoday.com. "Then, you find a way to purchase promotional products at a lower price without sacrificing quality or creativity.

1promoday.com helps marketers, brand managers and business owners out-market their competition by getting the most they can for their marketing and advertising dollars."



1promoday.com features one promotional product each day at or below wholesale prices. Each promotional product is featured for 24 hours or until it sells out, whichever comes first, and 1promoday.com buyers have the opportunity to imprint company logos onto the products after purchase.

“While other sites such as woot.com and steepandcheap.com are geared toward individual consumers, 1promoday.com is geared toward businesses that can use these deeply discounted promotional products to build brand recognition and ultimately grow their operations,” said Dave Rappe, CAS, 1promoday.com business partner. “Because we have aligned with several preferred vendors, 1promoday.com can supply high-quality, first-run products—no irregulars—at a significant savings.”

To use closeouts most effectively, Freestone and Rappe offer these three tips:

### **1. Plan Ahead**

Do you have an annual sales meeting every summer or do you exhibit at a tradeshow in the fall? Don’t wait to begin looking for products. Start now. “By looking for products early and often, you have the best chance of getting the items you need at the prices you want,” said Freestone. “Since you can sign up for 1promoday.com to deliver daily deals via e-mail, text message or RSS, you’ll never miss out on the savings.”

### **2. Be Flexible**

When dealing with closeouts, flexibility is key. “Rather than looking for a specific item, we recommend looking at broader categories: writing instruments (including pens, pencils and highlighters) or timepieces (including watches and clocks), for example,” said Rappe. “This gives you the most options for supporting your marketing message.”

### **3. Be Strategic**

In many companies, marketing departments, human resources and sales teams make independent promotional products purchases—oftentimes for similar items. But a little coordination could save everyone a lot of cash. “If you’re planning on purchasing tote bags for an upcoming event, ask around to see what other departments need,” said Freestone. “As the order quantity increases, you’ll get more of a price break per piece, saving the company even more money—and that’s essential in any economy.”

About 1promoday.com:

Mike Freestone and Dave Rappe launched 1promoday.com in 2008 after Freestone purchased a pair of sandals off a consumer products closeout website but Rappe missed out on the deal when he logged in a few minutes later and the item was already sold out. The pair immediately realized that this would be a unique way to bring high-quality promotional products to a variety of businesses.



Sharp ideas...  
...once a day

1promoday.com

Freestone, a 22-year veteran of the promotional products business and Certified Advertising Specialist, is the owner of Holland, Michigan-based AIA/Freestone Design. He is a four-time recipient of the Adventures In Advertising (AIA) President's Club Award, and he has been honored with the AIA From The Heart Award and is a member of the AIA Million Dollar Award Club. He is immediate past-president of the AIA Owner's Council and serves on a local board of directors for The Holland Rescue Mission.

Rappe, also a Certified Advertising Specialist, has been in the promotional products industry for nearly 12 years and is the owner of Edgerton, Wisconsin-based AIA/The Promo Agency. He has received the AIA President's Club Award and has twice been the chairman of the AIA Marketing Committee. Currently, he is the vice president of the AIA Owner's Council and is a board member on The Edgerton Fund, a philanthropic community foundation.

For more information, visit [www.1promoday.com](http://www.1promoday.com).

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