

Headed for Success: The Secret To Marketing with Logo Hats

All promotional items have the same purpose. And that purpose is to strengthen the relationship of the company with its stakeholders. But in spite of this common purpose, it doesn't mean that you can just choose any corporate gift to distribute and expect your marketing campaign to be successful. The reason is that the effectiveness of your giveaway depends on three factors namely marketing budget, target market, and the event or situation of distribution. As for embroidered logo hats, its optimal use can be determined by evaluating this promotional item using these three factors:

1. The marketing budget for logo hats

In terms of marketing budget, logo hats have a wide price range, from the very affordable \$0.75 plastic visors to the \$22 branded golf caps. Thus, you can just choose the style of the logo hat that will maximize the budget allotted for your marketing program. It is also important to consider your average margin if you're planning to distribute the promotional items to your existing customer. For example, if you want to reward a certain group of clients that regularly buys thousands of dollars worth of products with high contribution margins, then Nike caps with your logo are more appropriate than the \$1 foam visors. The cheap visor, on the other hand, is the perfect corporate giveaway for the highly attended conventions where you are trying to gather a great number of leads.

2. The target market for logo hats

When you distribute a promotional item, you should also consider the niche you are targeting. For logo hats, the top segment for these promo items are the people that generally love sports and outdoor activities. But nowadays, hats are also considered as fashion accessories. Thus, these promotional items are not only limited to the sporty psychographics but can now include the so-called metrosexual segment. The time of the year is also a good determinant for the embroidered logo hats you plan to distribute. As seasons change, so does the perfect hat for your marketing strategy. Summer calls for visors while beanies are perfect for winter events. Aside from the seasons you should also be aware of the different sport events that your target market is interested in. Is October drawing in? Then baseball caps may be the perfect logo hats for your World Series fanatic customers. If your targeting a young market segment, then skull caps for January may be the ideal marketing product in time for the Winter X Games.



3. The event for logo hats

Though logo embroidered hats can be useful in most marketing events, this promotional

apparel truly shines during outdoor activities. An event during a sunny day will surely have people queuing for your embroidered visors. The theme of the affair would also dictate the type of hat you should distribute. A promotional western hat would be perfect for a county fair while a top hat is great for political campaigning.

These three factors clearly illustrate how to effectively use a promotional logo hat for your marketing strategy. If you successfully match the perfect promo hat to your budget, target market, and event, then your brand will surely be on the top of your client's head.

Visit www.OneStopPromos.com for promotional logo embroidered hats and caps.