

## **THE ROLE OF GOODY BAGS IN PROMOTION PROCESS**

In modern marketing “Goody bags” are the one of the major opportunities to promote business. Goody bags can actually make or break your business. That is why you should know how to make a successful promotion of your business through the Goody Bags.

As a rule this is the bag full of the «goodys» that is handed out to participants at conferences, seminars and events in an attempt to add value to their participation. The aim of the “Goody bags” is to represent the most effective way of placing any product or brand message directly into the hands of the very people you want to reach. One of the biggest benefits of Goody Bags marketing is that most events allow you to donate items to the bags for free. That makes Goody Bags a great free way to impact a target audience.

The key point of Goody Bags is that the idea behind what you imprint on the donated item is more important than the item you donate. That is why it is not enough to print only the corporate information. It is more efficient to print the idea which has to interest the costumer.

The results of our research helped us to emphasize the main steps to make an effective “Goody Bags”:

1) to know and acquire the target audience.

List down the industries and relevant establishments you could promote through. Research on these listed establishments to determine which ones would be most advantageous to partner with to narrow things down. Decide what you would like your business to be associated.

2) to define the imprint strategy.

Just putting your logo and website on the item is not enough. Anytime you can tell people what is in it, before they even ask, you are a step ahead of the game, that is why add promotional value to your giveaway by imprinting something that would give people a call to action.

3) to find the perfect occasion.

Choose a timely and an important event for greater impact and better chances of promoting your business. This not only makes the most of your promotional products investment, but generates enough buzz for your business. Goody Bags giveaways are ideal for any business because they come into the hands of the intended market, therefore generating leads and potential customers. Goody Bags are able to represent your business well in terms of quality and presentation.