

Does swag have any strategic business value?

Swag is often looked at as something “you just do.” But make no mistake — smart companies are realizing tremendous business value by developing a swag marketing strategy.

Printfection customers increase leads, boost customer retention, engage employees, and net stronger event ROI, all through swag.

How can you use swag to drive more business value?

- ✓ **Generate leads** → Giveaway swag in exchange for filling out a demo form
- ✓ **Retain customers** → Ship custom kits to key clients to let them know they’re important to you
- ✓ **Close key deals** → Revive stalled deals with a VIP swag kit that gets you in front of decision makers
- ✓ **Engage employees & new hires** → Offer swag to top candidates and create apparel your employees *want* to wear
- ✓ **Increase brand awareness** → Generate more leads and buzz at events with the right types of swag
- ✓ **Cost insight & reduction** → Your team likely spends more time (and money) on swag than needed. Cutting this time leads to huge savings.



Lead gen put on overdrive

New Relic increased high-quality MQLs by over 30%. Their secret? They offered a t-shirt to anyone who signed up for a free trial. It *works*.



Strategic swag breathes life into your events

Most companies don’t go to events with a strategic swag plan. That’s a mistake. Bring high-end swag for key customers & prospects and you’ll close more business than you did before.



Take customer loyalty and retention to new heights

It’s pretty rare to get something in the mail these days. We’ll help you build stand-out custom kits for onboarding new customers or thanking existing ones. We’ll also guide you on what kits to use for ABM-focused direct mail campaigns.



Build employee engagement & culture

New hires are most likely to leave within their first 90 days. Welcome kits make them feel appreciated immediately. You can create unique swag gifts for work anniversaries or saying thanks for a job well done.



Support ABM and close key deals

Revive prospects who have gone cold by sending them a surprise “swag bomb.” Printfection lets your reps to do this right out of Salesforce, and you can approve their requests prior to send.

Finally — track & measure the ROI of swag

With detailed reporting, we can show you what swag is getting used most and how much you’re spending. Your dedicated Swag Success manager can help you set up AB tests to measure the impact of your swag efforts.

Zeel boosts user acquisition by 10-15%

*"Printfection's platform enables us to use swag to drive 10-15% more signups. It's now one of the **most effective** promotions we can offer customers. We also use branded t-shirts to provide a more consistent & comfortable experience for our customers."*

Skyler Rogers, Director of Operations



The value of swag — impacting every area of your business



Get more strategic with your swag. Contact us today →