

PROMOTIONAL PRODUCT POSITIONING CHART

Where do you want to lead your target?

- PURPOSE (The Why)

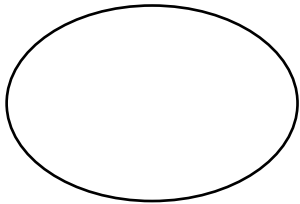
- OBJECTIVE (The Goal)

- BUDGET (How Much)

- ROI (Your Expected Result)

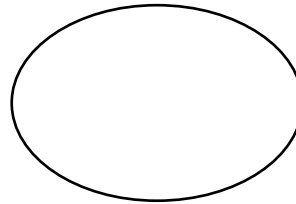
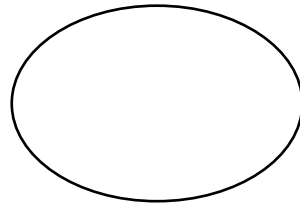
STRUCTURE 1 (One step)

Daily Giveaways, Events, Gift Items, Prizes, Internal Branded & Marketing Items, Quick Touches



STRUCTURE 2 (Two steps)

Tradeshaw Incentives, Basic Customer, Customer Retention and Follow-Up Acquisition Programs, Employee Programs



STRUCTURE 3 (Three or more steps)

Advanced Customer Acquisition Programs, Advanced Customer Retention Programs, Advanced Follow-Up Programs, Advanced Employee Programs

