

Top Six Reasons Custom Mints are the Perfect Promotional Product

Custom mints are an incredibly cost-effective way to build your brand and your business. Here are creative ways businesses are using them:

Strengthen Customer Loyalty

Maintaining your existing customers is critical to every business. It is vital to do little things to remind your customers that they are important to you. Custom mints are one of those “little” things that can make a BIG impact. Are you offering them to customers every time they visit your business? According to proprietary research, 69% of consumers offered a custom mint thought more highly of the business and felt more valued.

Market Your Business

It's expensive to make sales calls to attract new business. Why not have your sales call leave a lasting impression? How about putting mints on the table at the start of every sales call?

“Every Viva La Brand meeting starts with branded mints on the table. They leave a lasting brand impression and our clients really like them and look forward to them”

Laura Sheridan, President, Viva La Brand

Generate New Customer Leads

Many businesses generate leads using direct mail. Studies show that when promotional products are used as part of a direct mail package, response rates increase between 12% and 130%. Toss in a handful of custom mints in with your direct mail pieces. You'll increase the chances your direct mail piece will be opened.

Introduce Something New

Need a fresh way to introduce a new product, service, website or app? Custom mints are an extremely effective and efficient marketing tool. 70% of consumers said they would notice if a mint is custom wrapped with a specific message.

Employee Recognition and Celebrations

Retaining a loyal work force is critical to the long-term success of any business. Employees appreciate being recognized for giving that extra effort. Instead of just giving another branded mug, why not fill a beautiful glass bowl with custom mints? They're also great to include in gift bags at company events such as golf outings, picnics and other celebrations.

Improve Trade Show ROI

Trade shows are a big investment. Custom mints are a low-cost treat that can be sprinkled all around your booth. Print your logo on one side and a marketing message on the other, and you've created a lasting impression to reinforce your trade show messages.