

## Custom Mints: A Versatile Marketing Tool

- **Trade Show Giveaway:** Custom mints are great to use for trade show table decorations and giveaway items. Trade shows are a big investment, what better way to improve trade show ROI than with custom, branded mints! Custom mints are a memorable, low-cost treat that can be sprinkled all around a trade show booth or handed out as people walk by. Your customers can print their logo on one side and a marketing message on the other, creating a lasting impression to reinforce their trade show message.
- **Build Awareness of Social Media Channels:** In today's digital era, it is essential that every business has some sort of social media platform for their customers to interact with. However, companies often times have difficulties with bringing awareness to these channels and getting their customers to fully engage with their brand online. What better place for your customers to advertise their social outlets than on a custom branded mint?
- **Promote a New Product or Service:** The success of a new product or service highly depends on the effectiveness of its marketing outreach and the amount of people who know that the product or service exists. Custom mints are the perfect tool to get the word out about a new product or service since mints are a low-cost giveaway item that everyone will reach for. Mints have the ability to generate tons of impressions and with a custom wrapper, guests will continue to be reminded of that mints message long after they have left the establishment.



## Other Ways for Your Customers to Use Custom Mints:

- Advertise and tell their customers to download a mobile app!
- Create customer engagement using offers or coupons that are located on the wrapper
- Elevate their brand and logo recognition by having their number of impressions soar with logoed mints
- Promote charitable partnerships
- Promote signing up for email newsletters or loyalty programs