

# **T**he best kept secret of modern marketing!

**S**ure, you want your company to grow, but the economy and business is a challenge, and money is tight. What you've been doing seems to be working ok, and you're just not convinced that putting extra money towards advertising is the best way you could spend it. The SBA recommends investing at least 3-5% of your annual revenue back into your advertising, and more if you have a large amount of competition or aggressive competition. Here is an effective advertising solution, Custom Chocolate Bar Wrappers. There are lots of reasons to consider Candy Wrappers Marketing if you're planning an advertising campaign or event. Here are **10** of the best...

## **M**arket with Candy Wrappers to Reach New Customers

Your market changes constantly. Marketing with Candy Wrappers is tremendously helpful in directing customers to the product and services they need, and helps put you ahead of your competition. Every business is looking for a marketing edge. Get prospects to remember your marketing with Candy Wrapper marketing. One of the most effective Candy Wrapper formats simply lists a few benefits of a product or service on the wrapper and tells the reader to where they can get more information. This makes them ideal for generating traffic to a web site.

## **Y**our Competition Isn't Quitting

You've got to market! Advertise with Candy Wrappers to get your share of business or lose it to the businesses that do. If you cut back on your marketing, you may forfeit new prospective customers to your competition. Candy Wrappers conceal your marketing from competitors, most advertising uses mass media where your competitors hear or see what you are doing - and copy it. Candy Wrapper marketing is personal. Only you and your prospects are aware of what you are doing. Candy Wrappers can work for any business. Candy Wrappers can produce all kinds of sales activity for all types of businesses. For example, they can produce traffic for online marketers, floor traffic for retail stores, sales leads for direct marketers ...and just about any other type of sales activity a business wants.

## **C**ontinuous Marketing Strengthens Your Image

When people who postpone buying come back to the marketplace, you've got a better chance of getting their business if you've continued to maintain a solid, reliable image. Get remembered, marketing with Candy Wrappers is the best value and exposure for your marketing dollar. Candy Wrappers will work for your business because the message is in your prospect's face, quite literally. Your message is right there as soon as the prospect picks up the candy; it's not hidden away in an envelope or a magazine. Candy Wrappers nearly always get read because Candy Wrappers are delivered "ready to read", and even people who usually throws out other types of marketing without opening it, will read it.

## **M**arket with Candy Wrappers to Generate Traffic

Continuous traffic is the first step toward sales increase and expansion of your base of buyers. The more people who contact you, the more possibilities you have to make sales. Candy Wrappers generate traffic and sales activity for any business. Consumer traffic, B2B, direct or wholesale...and can be integrated with any other type of sales activity a business uses. Businesses, that succeed have usually strong, constant, steady marketing found that marketing with Candy Wrappers and maintaining or expanded marketing during a troubled economy saw sales increase on average of **100%**. If your marketing activity doesn't include Candy Wrappers, you're overlooking a highly effective and low-cost sales tool that will impact your bottom line. Candy Wrappers multiply traffic themselves by effectively delivering your message thru additional word of mouth conversations. Get your business talked about.



## **M**arketing Candy Wrappers is Easy and Inexpensive

Low cost, Candy Wrapper marketing, whether you have one side printed, or two, is inexpensive. For less than **\$2.00** each, including candy you can get started with high quality color Candy Wrappers. Once your prospective customer is presented with your wrapped marketing, now you're noticed and you can use a limited-time promotion and other call-to-action advertising on the wrapper to increase impulse and point-of-sale purchases. You regulating the number of Candy Wrappers you hand out and how often you handout your message.

## **D**esigning Candy Wrappers is Simple and Uncomplicated

Designing an effective Candy Wrapper is not complicated. It can be as simple as marketing your best small ad on a **2 x 5** wrapper and giving it to a potential prospect. Candy Wrappers usually works best when the message is brief and the Candy Wrapper looks like a small billboard at first glance - and they are easy to handle. They often get saved by recipients or passed on to others ...providing additional exposure of your advertising message. You can put your message in the front, in the back, or inside. A message, a coupon or a special "Thank You". Forced brevity impact, with your message because space is limited, keep it simple, concise, and to-the-point. Colorful, go full color on the outside of your Candy Wrapper, maximize the impact it has on your prospect then deliver your proposition inside the wrapper.

**Let US Design Your Wrapper!**

## Market with Candy Wrappers to Make More Sales.

Save money by buying promotional candy bar wrappers without the candy, just the wrappers. When you want to promote a business sale, special event, or thank that new customer just having the wrappers on hand is a cost-saving move. When you plan to use the Candy Wrapper as a promotion, there is no need to spend extra on high quality chocolate. You can choose a cheaper candy supplier and have your staff easily wrap the candy with promotional wrappers. Sweet Wrappings' promotional Candy Wrappers offer a wrappers-only option at less than \$1 per wrapper, with unlimited colors on the design. Marketing works and you can split-test to refine your results. If you're doing a large run (say a thousand or more), you can do a split-test, just as you would with a direct advertising or an insert mailing campaign. Print two different versions, of your Candy Wrapper and then wait to see which version brings in the most business. Rinse and repeat, and you'll continually increase your effectiveness. Advertising works! Millions of manufacturers, retailers, service businesses, and individuals advertise every day, over and over again, because it works!

## Candy Wrappers Because There is Always Business to Get.

Salespeople are on the payroll. As long as you're in business, you have overhead and you've got to market to generate a steady cash flow. Candy Wrappers produce fast results and quick turnaround. Because Candy Wrappers marketing is a relatively simple process, and because there's little more to do with them before handing to a customer, you can launch your campaign sooner than you would with many other marketing programs, and they produce results fast. You can deliver Candy Wrappers within a few days of deciding to use them and start getting activity and sales 2 or 3 days later. Candy Wrappers normally generate over 90 percent of their total response within 7 to 10 days. This enables you to quickly and accurately evaluate the results of a Candy Wrapper campaign. You can quickly boost (or reduce) your sales activity anytime you want by simply regulating the number of Candy Wrappers you hand out, and how often you handout your message. You can accurately target your best market prospects or past customers likely to be interested in what you're offering and who also have a history of acting on offers that interest them.

## Candy Wrappers to Keep a Healthy Positive Image

In a troubled economy, rumors and bad news travel fast. Marketing corrects gossip, shoots down false reports and projects positively. Design a custom chocolate Candy Wrapper to promote your event. If your business is promoting a sale or special offer, custom Candy Wrappers bring an element of fun to the event. Your company can use Candy Wrappers to give away a percentage of a customer's purchase, or imprint the wrappers with online codes for future purchases.

SEE OUR WORK ONLINE!

*"Candy Wrappers may be one of the best kept secret tactics of modern marketing. They're highly effective, very low-cost, simple to use ...and they work for any business. You're overlooking a profitable marketing tool if don't use them"*

*Sweetwrappings.com*



## Candy Wrappers to Maintain Employee Morale.

When marketing and promotion are cut, salespeople become less motivated. They may believe the store is cutting back, even going out of business. Our custom and personalized Candy Wrappers are great for advertising, employee awards, company celebrations, conventions, employee gifts, give-aways, business meetings, holidays, business promotions, retirement celebrations, special events, business trade shows, corporate training or any activity or company function. Use the custom and personalized Candy Wrappers to spread your special message, break the ice with potential customers, celebrate a recent accomplishment, attract visitors to your trade show booth, communicate sales or special offers, company holiday parties, retirement celebrations, safety goal achievement, or any other company or business function. Candy Wrappers keep employees and clients happy and loyal, generate amazing goodwill, and create brand awareness and increase sales, sometimes by triple digits.

Since 1999 Sweet Wrappings Ad Specialties have been featuring custom wrapped candy bars. Custom designed wrappers for your business promotions, corporate events and special private events ~ A mini brochure, announcement or advertising fliers around chocolate! Perfect for new product launch, promoting special events, thank you gifts for loyal customers, employee rewards, conferences, tradeshows - n - meetings or just to get the word out about who you are and what you do. Plus, a large selection of designs for weddings, birthdays, anniversaries, graduations, holidays, parties, you name it. Custom designed unique party favors with personality!

*"The candy bars were a hit again at our show in Boston. We have two more coming up this fall. So please send me another 300 (Belgian w/ foil) All of the booths around me were impressed with how effective the candy bars were at getting attendee's attention. Also, whenever I go to a client meeting, I pass these out with my business card. It's a real icebreaker. You have a great product!"*

sales@sweetwrappings.com 800.449.3948

VISIT US!