How to Use Printed Carry Bags to Promote Your Product by Elissa Joyce

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Goody bags and paper bags can be used as containers to hold presents. To make them more appropriate as a container to hold special gifts, they should come in nicely printed carry bags that have pretty designs on the exterior. These containers can also be used to promote a product or company. They can come in a variety of colors, sizes and shapes. If you own a business and plan to give away promotional items, make sure to wrap them in a pretty bag with your logo or brand name visible on the outside.

This is a great way of promoting your business for free with your customers doing the leg work for you. When customers purchase items from you, they will need to put the purchase in a bag. Make sure you provide them with a bag displaying your company name or brand. Aside from putting your logo and name on paper bags, it is also important to furnish other details on your printed carry bags. Make sure that you also have your store address and phone number printed on the bags. This lets potential customers know where to find you and your products minus the cost of expensive media advertising. Add details about store branches if you have more than one outlet.

Another way to make use of bags as promotional items is by holding an event and then providing little goodies or samples of your products in tiny goody bags. If you are promoting a new line of cosmetics, have many bags printed with your company and product details. Place small sample containers of your new cosmetics in the bag for your launching guests to take home with them.

Invite celebrities, VIPs and media people to your company event or product launching. Cameras will be rolling which can capture a lot of images of your goody bags with the image and the name of your new product. Make sure your paper bags look pretty and that your printed carry bags holding your goodies reflect the image of your product and company.

At the event, provide staff that will give out your goodie bags. Make sure your staff all wear uniform outfits that also display the logo, name of your company and an image of the new product that you are launching. Make your staff stand by areas in the venue that get a lot of foot traffic. It is also important for them to be seen by cameras giving out your goody bags.

Choose personnel that are naturally cheerful and pleasant to give out your promotional bags. Remember that a total package needs to be created, aside from having pretty looking give away bags and free products. To make sure that nothing goes wrong at the launching or company event, order your paper bags way in advanced.

Ordering your goody bags early lets you check if the texts and logo printed on the packaging are correct. Ask your supplier to provide a few samples of the printed carry bags for review before they proceed to produce in bulk. Have a team at your office check the quality of the bags first before giving the go signal for your supplier to proceed with the order.

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company printed carry bags.

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