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Ideal Promotional gifts: Pen and Mug by [Gagan Vihari](#)

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Mostly all companiesâ€™ from small business to large companies has pens for business promotions. For promotion of business marketing budget has to be kept in mind and according to the budget promotional items are decided. It is also vital that marketing/promotional campaign achieves goals that are set with the marketing of products the companies which have huge business will have large sum of money to spend for promotional campaign, on advertising and marketing. The promotional pens is very ideal for small business , Promotional pens are useful and is very portable .They are inexpensive and can be customized with business logo , message contact details. A promotional pen will build a brand easily. The growth of the company will depend on small promos and it has to be carried on small interval of time.

A pen is quiet ideal product it is easy to distribute and itâ€™s the basic necessity for the clients. For medium size company promotional mug is a good option. Anyone would be happy to receive a free mug. A promotional mug is useful and practical for all types of peoples and is frequently used in office as well at homes. Depends on company the mug can be customized with logo, mission statement, picture etc, in promotional mug you can also include contact information, so that the customer can easily find and contact and it plays and important role in promotion of business. The most popular types of printed mugs are ceramic mugs, which gives a great value and also long lasting. Another great thing about mugs is that can incorporate any design, It is impotent the mug you used for promotional purpose should be unique and which helps in identifying your company standards. The uniqueness of mugs should not overpower your companiesâ€™ information.

The design of mugs as well as contact details is important aspect with both these things it helps in playing powerful promotional product. Mugs are not to give away at conference, trade show but at the same time mugs are the perfect gift to customize a product; it is an ideal gift for client partners. It is a very useful gift that goes on way in showing someone that they are valued .These are all reason which makes mugs the perfect marketing product to brand your company.

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