



## Top 4 Important Factors to Keep in Mind While Running Your Campaign

Promotional products are a good way of making your organization's products and services popular. Everybody loves to receive free gifts and people tend to remember these freebies for a longer time. Whatever you do, whether promote your brand or running your business, there are some factors that you should be mindful of in order to successfully execute your campaign. These factors are planning, timing, and the accuracy. There are tonnes of advertising products but the most chosen ones are the [Promotional T-Shirts](#).



In order to get most of your ROI, you need to make sure that you choose the right marketing product at the right time. In this way, you can reach to your target audience in an effective manner.

Here are the best 4 factors to be careful of whenever you advertise your products and services by giving away the [Customized T-Shirts](#).

### Limit Your Niche

Before using any promotional product, make sure, you limit your niche. By confining your niche means to bind your target audience to as low as you can. There are millions of organizations which have a broad audience base. If someday, you sit and analyze the strength of your target audience then you will realize that how unaffordable your chosen advertising products are. It is just not good to distribute the promotional products to anyone who just visits

your campaign. You should specify first which type of audience are worthy of receiving these freebies. Contact the best **t shirts manufacturers in Delhi** and get only that much marketing products designed that can fulfill the criteria of getting great ROI.



For example, it has been seen in an advertising survey that those companies which dish out freebies with a free hand to the mass public had low ROI when compared to the ones which limited their distribution and targeted only specific audience.

You should always go for the specific criteria that represent your best ideal customers. The criteria can be:

- Youth over 22 years with the height of 5'3.
- People with a strong personality.

By doing this, you make sure that you don't distribute expensive **personalized t shirts** to those ones who have nothing to do with your brand and have accidentally happened to come by.

### **Set Your Promotion period**

You should plan your promotion time period before going for any distribution. If you are running your campaign for more than 90 days then it is of no use to operate it for so long. It is considered very impractical to extend your promotional timeline. The time period does not decide whether you can motivate your target audience to buy your products but an efficient advertisement does. There are numerous **t shirts printing services** providers who can deliver your consignment within the set time frame. You can easily keep pace with your set promotion period and can effectively pull it off.

Plan your timeline for implementing your campaign and distributing the **customized t shirts** within a set period, to get maximum benefit from the campaign. Always remember not to order more than what you can't handle otherwise it will be a waste of money and time.

### **Select a Particular Theme**

Are you planning to order separate promotional tees from the best **t shirts manufacturers in Delhi**? If it is then you should choose a theme that can better relate to your targeted niche? Make sure that your chosen theme brings together all your promotional products. Doing this, you can prevent giving stuff that your customer doesn't like to use. You can choose any theme based on your business needs, for example, festive theme, sports theme, or even a corporate theme. If you want to get the most of your investment then always stick to only one theme.

### **Take a Follow Up**

Once you are done with giving away the promotional products, make sure to take a follow up with the clients. You should prompt your customers to a 'call to action'. You can ask them to give their positive reviews on your products and services. Moreover, you can have a written referral for your website so that more and more public can reach you.

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