

Financial Focal Points

Why focus on the Financial Market?

“Financial market” is a broad term that includes literally thousands of monetary organizations and institutions, each of which represents a lucrative opportunity for you to sell promotional products. Currently, there are 7,100 commercial banks, 1,200 savings banks, and 8,000 credit unions in the U.S., with an average of 5 branches or locations each. And while there is significant upheaval and consolidation in the financial market, the number of new branches opened continues to grow annually. The financial market is highly competitive, with institutions aggressively vying for every last dollar of commercial and personal business. But because advertising budgets have been tightened, traditional forms of advertising (television ads, radio ads and billboards) have decreased. This represents an excellent opportunity to replace those with more affordable promotional products. One billboard ad, for example, could pay for thousands of pens imprinted with your logo.

PaperMate®

Sharpie®

EXPO®

Proven Sellers in the Financial Market

PaperMate® **SPORT**
RETRACTABLE



Ball Pen: \$0.34(A) • 300 Units

PaperMate® **InkJoy**



Hybrid Ink Pen: \$0.76(A) • 300 Units

PaperMate® **InkJoy**



Retractable Gel Ink Pen: \$3.35(A) • 100 Units

Sharpie® **SGEL**



Gel Pen: \$2.12(A) • 200 Units

Sharpie® **ROLLER**



Rollerball: \$3.23(A) • 200 Units

Sharpie® **TANK HIGHLIGHTER**



Tank Highlighter: \$2.74(A) • 200 Units

Sharpie® **MINI**



Permanent Marker: \$2.03(A) • 200 Units

Sharpie® **FINE**



Permanent Marker: \$1.85(A) • 200 Units

Promotional Ideas for the Financial Market

- **New Customer Gift**—Opening a checking account is the most frequent new customer transaction. A quality imprinted pen is a perfect fit.
- **Reward For Opening an Additional Account**—For example, a current checking account customer decides to open a money market account with the same bank.
- **As Part of an Identity Protection Program**—Identity theft is constantly in the news, and many banks have developed programs to help inform and protect their customers.
- **Attendee Gift at Financial Seminars**—Most financial institutions conduct these seminars at least monthly as a way to inform customers and prospects of the investment products they sell (e.g. Roth IRAs, CDs, etc.).
- **Attendee Gift at Civic Programs**—These outreach programs are often held in libraries or public meeting halls with topics such as “buying your first house” or “saving for retirement.” They serve as ways for institutions to give back to the community while also promoting themselves.
- **Loan Payoff Gift**—A great way to say thank you and “please consider us for your next loan.”
- **High-Net-Worth Customer Appreciation Gifts**—The most profitable customers deserve some pampering, and the special attention may secure ongoing business.