



## Madison & Mulholland's

### 5 Tips: How To Make the Gift Bag Experience Work for Your Business!

OSCARs®, Golden Globes®, GRAMMY®s what do they have in common? Fabulous Gift Bags. And now, more than ever, events everywhere (seminars, corporate events, parties, etc) are handing out gift bags left and right. Participating in a gift bag is not just about placing a product in the bag and “hoping” something will come from it. You have to use that experience. Placement in a gift bag is only one layer of your marketing plan. To make the most of this experience please consider the following:

1. Get into action. Make a list of all the people you met during the experience and connect with them.

Example: I met someone who wants to write a book and I know how to help him. Now he is ready to join my MasterMind group! p.s. I re-connected with him after he received my gift bag.

2. Reinforce your brand by reminding your clients, customers and new clients that you were part of the gift bag experience.

Example: I sent out a media alert and tweeted about all the products in the gift bag and how this gift bag was highlighted on page 54 in February issue of Entrepreneur Magazine! Now my world is connected to the magazine and the event and you!

3. Events. Participating in an event automatically gives you an “excuse” to promote or brag about yourself (always bring attention to your business or brand by offering information on how your product adds value to others) Explain how your business can solve a problem. (This could bring about a potential new business opportunity for you)

Example: I told people how being in a gift bag brought about a new relationship between a client and a new distributor. The distributor called me and asked to get in touch with my client... Now my client cannot pass up another event of mine. If you want people to buy your product then remind them of the BENEFITS.

4. Action--stay in action 5 times everyday. What exactly does that mean? It means, you have to get on-board the “marketing” train and stay on it ...you have to be in marketing-motion all the time.

Example: Use Ping...it keeps you connected to all your social media partners (twitter, facebook, google buzz, LinkedIn, etc.). It's not only who you know, it's who knows you! Remember to use social media as a reminder to your clients and new clients about the event you participated in, what you learned, who you met, etc. Then use Video!. Use the collateral (jpegs, press, testimonials) and turn it into a short video and post it! Did you bring your flip camera? Then post it!

5. Time is the only thing you cannot replace. If you do not do it today, you will regret it in the morning. At the end of each day, make a list on how to connect with people from the event and what you will work on the next day. This actually helps you to work more efficiently and be mindful of your life. And take the time to leverage the existing people, media and information you received from the gift bag event.

Example: It's almost like a chain.....1) Think about what have you have not done or who did you “not” meet because you did not have time one 2) You were too busy to call them back to make an appointment. 3) You did not think they could add value. 4) You did not “see” the value in meeting them. 5) And the worst one, You already knew that the answer would be “no” so why bother? Make the time and just do it. The answer just might be “Yes”!

For More Info:

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