

# Agency Level Marketing.

We are your creative powerhouse. There isn't anything our creative teams can't or won't do to help you grow your business. Our team of marketing specialists work in unison with our sales partners to deliver promotional strategies for you and your customers.

## We Offer:

- Marketing Strategies
- Promotional Tools
- Creative Support
- Sales Tools
- Customer Events



# Trend Research & Reporting.

Our in-house design agency, HALO studios, along with our merchandising team, follow the most current and up-and-coming trends in fashion to ensure the solutions we recommend reflect the marketplace. We keep you on track with quarterly trend reports showing colors, style, decoration techniques, design, patterns, materials, themes and more.

## Top 2022 Trends Include:

- Genderflux
- Recycle, Reinvent, Reuse
- Tactile Logo
- Pet Parents



<https://halo.com/catalogs/>

## Pet Parents

BONDS ARE STRONGER THAN EVER WITH PEOPLE AND THEIR PETS. The next generation of pet parents want to take their animals everywhere they go. Products that are functional yet cute are perfect for owners who want to pamper their pets and keep them with them wherever they go.

ready for travel!



functional + stylish



## TRENDING MERCH



CUSTOM FRIEBITE



COLLAPSIBLE SILICONE PET BOWL



DOG MOM CAP

durability



Sponty



## TRENDING MERCH



ORB WATER BOTTLE



GARMENT BAG

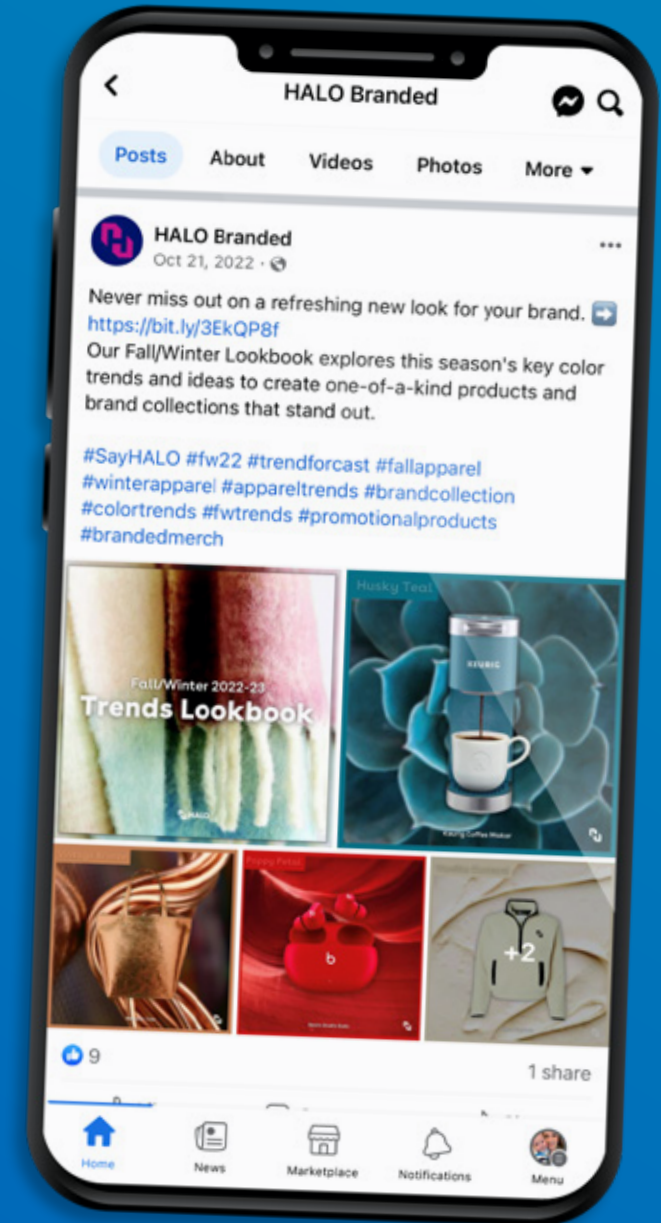
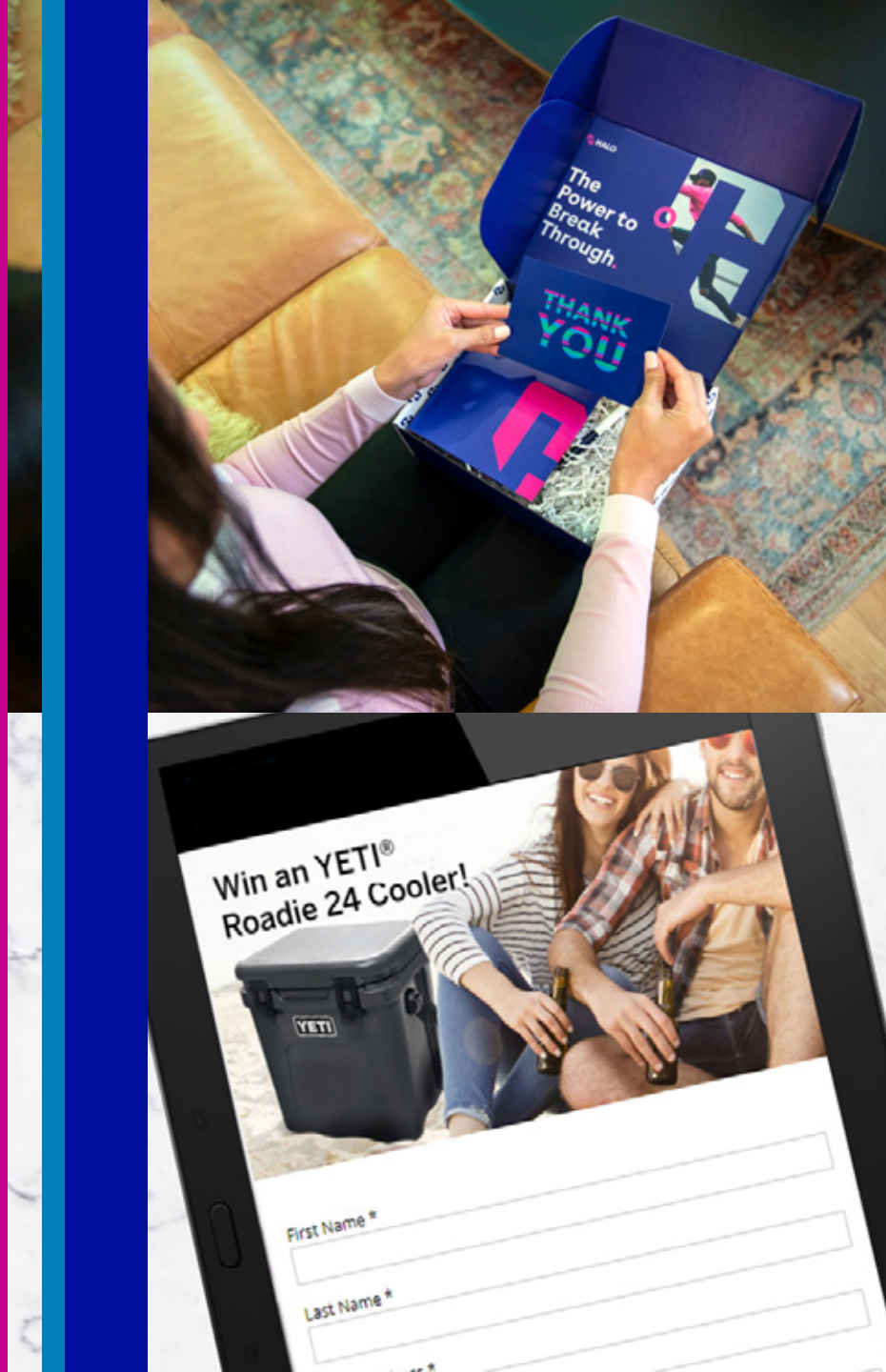


# Marketing Tactics That Get Results.

We offer a complete suite of multichannel marketing tools designed to keep you top of mind with all of your clients.

## Marketing Tools Include:

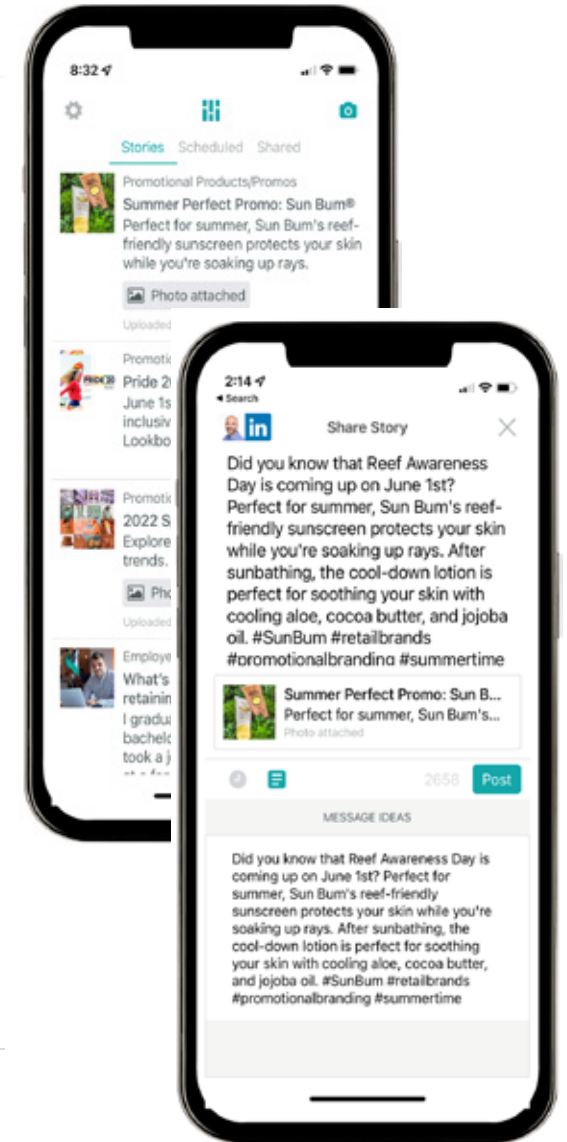
- Direct Mail
- Email Marketing
- Social Media
- Custom Content
- Online Forms
- Gifting



# Social Media Sharing Platform.

We create weekly content for you to share across all social platforms using our new social media sharing tool.

- Easy to use social media tool - share with one click!
- Weekly content & copy suggestions
- Scheduling feature
- 50+ shareable posts currently available



# HALO.com.

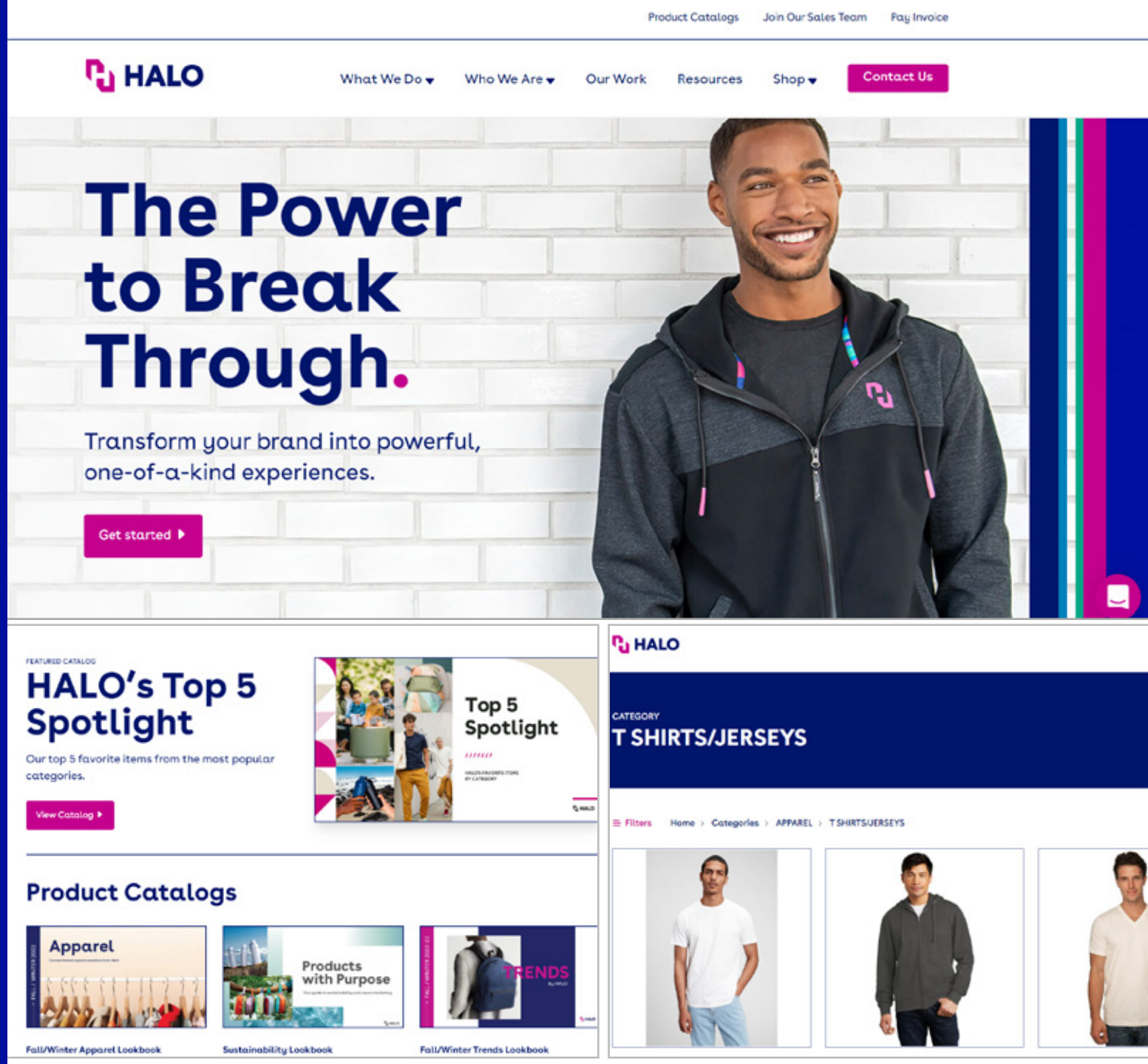
We refreshed HALO.com to reflect the breadth and depth of the solutions and capabilities that HALO offers.

## New Features include:

- Direct-to-consumer website
- Free personalized pages
- Lead generation resulting in \$8MM in revenue for HALO Account Executives
- Product Catalogs
- Expanded overview of our capabilities and solutions



<https://halo.com/>



# Be Strategic About Your Goals.

We market you and your brand to keep you in front of your clients with targeted campaigns.

You are assigned a marketing professional to help you plan and execute self promotions and customer campaigns. They will assist you with developing a promotional calendar for the entire year called a Marketing Action Plan (MAP).

SELF PROMOTION	Automated Emails	Direct Mail	Events	Social Media
	Opted Into bi-weekly automated email program for full contact list with weekly reporting.	<b>FEB:</b> Essentials catalog mailings to full list.  <b>Q2 &amp; Q3:</b> Inbox direct mailings  <b>NOV:</b> Holiday gifting mailers for top 50 clients.	<b>JULY:</b> Annual end-user show, corporate clients only  <b>AUGUST:</b> Local chamber event	Following HALO corporate content reviewing share strategy to reach customers.

CUSTOM PROJECT SCHEDULE	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC
		Spring Polos						2022 Calendar Program	Customer Service Conf. Special	Customer Appreciation/ Holiday Gift Box		
	Ice Scraper/ Snow Brush		Spring Sale	Eco/ Reimagined Collection		New Collection Launch			New Fall/ Winter		Holiday Collection/ Cyber Monday	Holiday
			Spring Sale	Eco/ Reimagined Collection			Road Trip Ready		New Fall/ Winter			Holiday

Client Specific Form	Client 1 Custom Eblast	Client 2 Custom Eblast
----------------------	------------------------	------------------------

# The Brand Show.

We host exclusive client showcases in key markets, providing a unique opportunity for clients to touch and feel products, to see the latest decoration methods and product trends.

## Benefits include:

- Opportunities to build relationships and connect with others
- Register, supply your invite list and let marketing invite your top clients
- See the latest product ideas, trends and resources
- Networking
- SELL!



**Brand** 2023  
**Show.**

*We'd love to see you there*

# SAVE THE DATE!

**HALO's Spring Shows**  
*Coming to a city near you!*

**3.23 | Seattle, WA**

**4.6 | Orlando, FL**

**4.13 | Denver, CO**

**4.27 | Nashville, TN**

Don't miss this one of a kind  
promo tradeshow experience!

**EXPLORE NEW**  
PRODUCTS · TRENDS · IDEAS





**Your Next Move.**

<https://halo.com/join-our-sales-team/>