

2023

PPAI EXPO Campaign

Tools to stay connected to your clients and prospects.



Stay Connected.

Automated Email Marketing

Merch Decks

Social Media Marketing





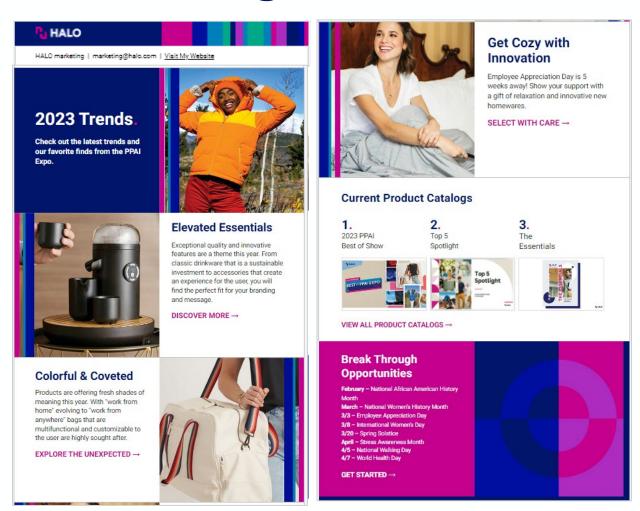
AEM – Automated Email Marketing

Your key to staying in contact with clients on a consistent basis.

Benefits:

- Emails are customized with your contact information and sent from your email address
- · Weekly or bi-weekly send schedules
- Reporting on audience engagement
- Stay top of mind with your clients
- · Takes the work of staying connected off you
- It is FREE!

Read our latest blog featured in our AEM: Top Picks from the 2023 PPAI Expo





Merch Decks

Inspire clients with new trends, ideas and ways to engage with branded merchandise.

Benefits:

- Provide inspiration on notable themes consistently
- Share the latest trends and new products
- Shared on social and HALO.com
- FREE to utilize
- Sent through the AEM so you know your clients are receiving the latest and greatest content

Check out our latest merch deck featuring new and trending products from PPAI EXPO: Best of PPAI EXPO 2023









Social Media Solutions

We curate the content, you choose what to share and build your social presence.

Benefits:

- One click sharing to your page
- Message can be modified when sharing
- Keeps a consistent message onto your channel
- Provides education and inspiration for clients

Check us out!

Facebook →

<u>Instagram</u> →

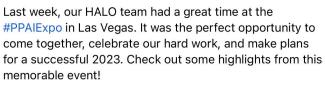
<u>LinkedIn</u> →



And that's a wrap on a great #PPAIExpo! Here are some of our favorite moments from the show.

#sayHALO #promoelevated #ppai #ppaiexpo2023





HALO Branded

#SayHALO #employeeengagement #employeerecognition #employeeappreciation #ppai #ppaiexpo23

2023 PPAI Expo





eshow floor was buzzing with the reative industry offers! From cuttingarel and tech to sustainable s... See more



HALO Branded

Endless aisles of inspiration and creative your new year approach and start with a bang!

#ppaiexpo #ppai #promotionalproducts #brandedmerch #producttrends #marketingtrends #corporategifts #productstradeshow







halo.com

Best of PPAI 2023



Make 2023 Your Year.

Planning and Next Steps



Marketing Activity Planner

Map out your marketing plan for the year!

Benefits:

- Know that your marketing plans are active
- Keep constant touch points with your clients
- Rebuild & reconnect relationships with clients
- Take the work off your plate
- Your Marketing Consultant keeps you informed on upcoming projects based on your established plan

Automated Emails	Direct Mail	Events	Social Media
Opted into weekly AEM sends for full contact list with weekly reporting.	Q2 & Q3: Inbox Mailing SEP: Holiday Mailing to top 50 clients	July - Invite/Attend Brand Show October - Local Chamber Event	Signed up for Employee Advocacy and reviewing weekly for new content.





Thank you.