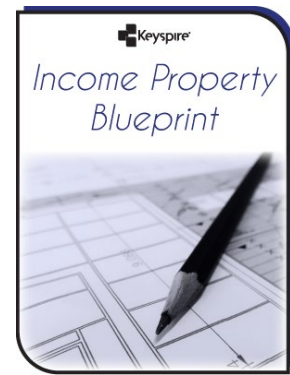


Module 1 – Lesson 9

The Magnet Method - SWAG



Week 9



Did you know? SWAG stands for “Stuff We All Get!”

There are many ways to advertise your brand and get your name recognized! Swag, also known as branded merchandise, is just one of the ways in which you can expand on your marketing. With so many different options from customizable hats, mugs, clothing, face masks and even technology it is the most fun you will have in getting your name out there!

There is a plethora of resources on the internet that will help you choose and customize the right swag for your business and your budget.

Here is a list of resources to get you started and examples of the different swag you can order! When searching, think about the how and for what purposes you want to distribute your swag and keep your budget in mind so that you can make the best marketing choice for your brand!



To get you started, here are some websites to consider when researching swag items for your brand:

- www.amsterdamproducts.ca
- www.vistaprint.ca
- www.flashbay.com
- www.artik.com
- www.swagup.com
- www.mynextpromo.ca
- www.dynamicgift.ca

1. Search for Swag

This week think about how you want to advertise your brand! Think about where and how you want to distribute your swag and search for 3 different swag items you think would best represent your brand.

	Swag Option 1	Swag Option 2	Swag Option 3
Item Description			
Price per Item			
Website for Swag			
Purpose/Use of swag			
Additional Notes			

2. How will you use your swag?

While swag gets your brand out there, you also need to be very intentional in how and why you give swag away. Ideally, when you give away your swag, there is a value exchange. Here are some examples of using swag purposefully:

- If someone becomes a new tenant
- If someone shares your social media presence
- If someone wins a contest (contest should have an intention such as driving business to your website or to your referral business)

What are 3 main ways you will purposefully use your swag?

- _____
- _____
- _____

3. Share your findings!



Share with your community: Which websites resulted in more success? Which swag did you like best?