

The Latest News

From Hit of the Party Gifts

JUNE, 2009

Welcome to the Hit of the Party Gifts newsletter. This newsletter is full of ideas for both your personal life and professional life. From the month's holidays to tips for small businesses and an exclusive member's only coupons. Enjoy!

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JUNE HOLIDAYS

June is full of Bizarre and Unique Holidays including: National Doughnut Day, Best Friends Day, Donald Duck Day and Go Fishing Day! For more bizarre and unique holidays every day in June [click here](#).

Don't forget about Father's Day June 21st

Looking for a Gift? We can help!

Take this list of bizarre holidays and use them as a theme for your next Hit of the Party Gift. Send a client a "pink" basket full of goodies for [National Pink Day](#) (June 23rd) it will give your normal gift giving a little style.

GETTING NOTICED

Have you noticed that there are at least a dozen companies out there that do exactly the same job you do? And they are local, small businesses just like you! How do you get noticed in an environment full of similarities? The key is to make your company stand out in a crowd, metaphorically speaking that is. (Please do not run around in your underwear saying you got this tip from Hit of the Party Gifts!)

For example, you are a computer repair company, you may want to try using an email marketing company to send out an advertisement to businesses in your area, letting people know about you and offer them a promotion to get them to try your services. (Try www.equilibrix.com, for email marketing, they are a great company for marketing and have lists that never end. You're sure to get some new clients from their emails).

Also, why not create a newsletter and send it to your contact lists. You could fill it with useful tips on running your computers safely and offer an exclusive coupon to your subscribers! (Hmmm I think I know a Gift Basket Company that does this!). Remind your customers, family and friends that you are out here and ready to help.

Do you have Facebook? Myspace? Twitter? There are a bunch of sites that you can create a page on, advertise photos of your products or service and reach clients...for FREE! What a great way for people to notice what you do for a living, perhaps you will get business from a longtime friend who just "didn't know you did that". I DID...Thanks Kim!

People look for a reliable, trustworthy company to work with especially when it comes to things like computers. The best advertising is word of mouth from a current client.

AFFORDING GENEROSITY

The economy stinks right now! I think everyone knows that, and the first thing companies cut back on is their generosity. Understanding that cutbacks are needed to prevent job losses, also keep in mind that people are still doing business, and it is important to thank those people and remind them about you so they keep coming back to do more business.

Everyone has their price in business, some are higher than others and quality is definitely a factor as well. If you are not the low balling company, make sure you give your customers a reason to spend more and use you rather than John Smith down the street who charges less.

Think about this, if you have a company you use for something because you trust them and think they are the best, wouldn't you pay a little more to use them just for the satisfaction in knowing you're getting quality? Now what if they treated all of their customers as if each one is the only one they have? Isn't it nice to feel appreciated and needed? So why not make your clients feel the same way? Your generosity does not have to be expensive, it just has to exist. And check with your tax preparer to find out deductible gifts for clients [Click here for IRS information](#).

Hit of the Party Gifts works with all budgets to help you keep your clients. We have designed some inexpensive gifts that can be purchased by the dozen for you to keep on hand at all times and when a job is complete, hand them the gift and say "thanks" and it will be guaranteed that phone will ring again!

NEW PRODUCTS

Hit of the Party Gifts has some new products we are getting ready to introduce next month including: a mommy and baby bracelet set and a mommy bouquet. Look for them in next month's newsletter or on our website!

OUR PRODUCTS

Hit of the Party Gifts provides gifts for any and all occasions! We can customize your gift to accommodate any theme needs. For example, we had a request for a baby shower centerpiece in a “rustic fishing” theme, we were given a budget and returned the idea in the photo below (and helium balloons will be tied into the top of the fish’s mouth on the day of the shower).



Just because you don't see it on our website, doesn't mean we can't design it for you! We also handle the sad occasions. We have Sympathy and kosher Shiva baskets available.

BE OUR FRIEND

As a small business we know how important it is to advertise and get exposure, that's why we want to be your friend, click on the [Facebook](#) and [Myspace](#) to view our pages and leave comments!

EXCLUSIVE DEAL OF THE MONTH

Don't forget to [sign up](#) on our website to receive our newsletter and exclusive special deals! Sign up on our website to receive the “Exclusive Deal of the Month” which will be 10% off your gourmet basket of \$50 or more. It will be emailed to our subscribers only!

ADDITIONAL INFORMATION

Let Hit of the Party Gifts help you with any gift giving need...and we deliver or we can ship it anywhere!

Hit of the Party Gifts

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