



Business Solutions Blog Offers Marketing Lessons From Euro 2016 Football Championship Promotional Products

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Michael Crane, the founder and owner of Crane Business Solutions, based in London, is showcasing ways in which businesses can take advantage of major sporting events, such as the Euro 2016 Football Championship, to grow their business.

Crane demonstrates some of the strategies he describes and uses on his own website and blog: They include giveaways, prize draws, and more.

First, Crane gave away a special Euro 2016 Football Tracker with any order, which allows one to keep track of exactly who will play against whom and when. They were so popular that they were quickly gone.

But there's also a 2016 Euro Football Prize Draw, which will continue throughout the Euro 2016 football (soccer) event. Prizes include England football shirts, football hats, clappers, sponge hands, and more.

He suggests that business owners take a look around at the kinds of things other businesses either give

away, sell, or raffle off in price draws, and adds some of his own suggestions.

Best Branded Items For Sporting Events

"It's important to choose products that people will actually use, and preferably for a long time to come. Among the most popular ones are tote bags, umbrellas, and collapsible water bottles."

Ordinarily, items like USB drives and coffee mugs are also great promotional products. However, when it comes to promoting sporting events, items suitable for outdoors use at sporting events, picnics and other such events are a better choice.

If the items are attractive and of high quality (which should be a given), they also work well as collector's items, and people may keep them for years to come.

Promotional Items Combined With Sporting Events

Considering that promotional items are among the most effective marketing strategies available, combining them with such a major event can multiply the benefits.

"It's important to act quickly though," says Crane. "Euro 2016 will continue for a few more weeks, but getting the items will take some extra time as well." He adds that Crane is making every effort to fulfill orders quickly, but since branded items are all custom-made, they will take at least a week to arrive."

Of course, the Euro 2016 International Football Championship is not the only opportunity for a tie-in promotion, but it's one that is wildly popular and can lead to great additional visibility for smart companies who get their branded football products out there.

More Information On Promotional Products For Euro 2016 Football Championship

Crane has his team standing by to help with advice and suggestions on what type of products will work best for various businesses and organisations. They can be reached by calling 0800 007 5566 (UK).

His article on marketing lessons from Euro 2016 can be found at <http://www.officesuppliesexpert.co.uk/marketing-lessons-from-euro-2016>.

More information about Crane is available at <http://CraneBusinessSolutions.com>.

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For more information about Crane Business Solutions, contact the company here: Crane Business

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Crane Business Solutions

Crane Business Solutions offers everything you need to make your business successful, from office supplies to furniture to promotional products to printing services, and much more.

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