



Boundless Network Shows Why Umbrellas Are Walking Billboards

April 14, 2016

April 14, 2016 - PRESSADVANTAGE -

Boundless Network has launched a new marketing opportunity. Perfect for a rainy day, the company is now offering branding opportunities using umbrellas. Full details about the service and on why umbrellas can be used as walking billboards can be found on <http://lallen.boundlesspromotion.com/>.

Linda Allen from Boundless Network says: "On a rainy day, people no longer look each other in the eye. Rather, they look each other in the umbrella! This means that they basically walk around with open advertising real estate and you have an opportunity to turn them into walking billboards. Plus, we don't only use umbrellas when it is raining. Think beach umbrellas during the summer, and sun umbrellas during the golfing season."

It is a known fact that free promotional items work very well as a way to improve customer satisfaction and brand awareness. An umbrella is a very useful item, which means customer satisfaction will increase even more. It is also for this reason that so many sports teams give them away. For Linda Allen, who is a Promotional Merchandise Advisor at Boundless Network and an expert marketer as can be seen on her LinkedIn profile on <https://www.linkedin.com/in/linda-allen-6a19631a?trk=hp-identity-name>, this is a strategy

worth copying.

"It is through gestures like giving away useful products that companies can build the sort of loyalty associated with sports teams," adds Linda Allen. "Customers appreciate you when they buy something from you, so why not repay that by giving them something in return? They will appreciate that again, thereby further increasing your customer loyalty."

Boundless Network also encourages customers to target the golf industry. Golf umbrellas are usually larger than regular umbrellas, giving an even greater opportunity for a message to be spread across the world. Additionally, targeting golfers, according to Boundless Networks, is always a good idea because they generally have more disposable income as well.

Finally, Linda explains that these promotional items can showcase the ethos of a company. "You can show the world that your company is conscientious and committed, and that you're in it for the long haul," she adds. "This shows your customers that you're willing to invest a little money in them as well."

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For more information about Sodexo, contact the company here: Sodexo Christine Janeczek 301 987 4000 Christine.Janeczek@sodexo.com Sodexo USA Headquarters 9801 Washingtonian Blvd. Gaithersburg, MD 20878 USA

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Sodexo is the only company to integrate a complete offer of innovative services, based on over 100 professions.

Website: <http://www.sodexo.com/home.html>

Email: Christine.Janeczek@sodexo.com

Phone: 301 987 4000



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