

A GROWING BRAND AND A UNIQUE BUSINESS MODEL

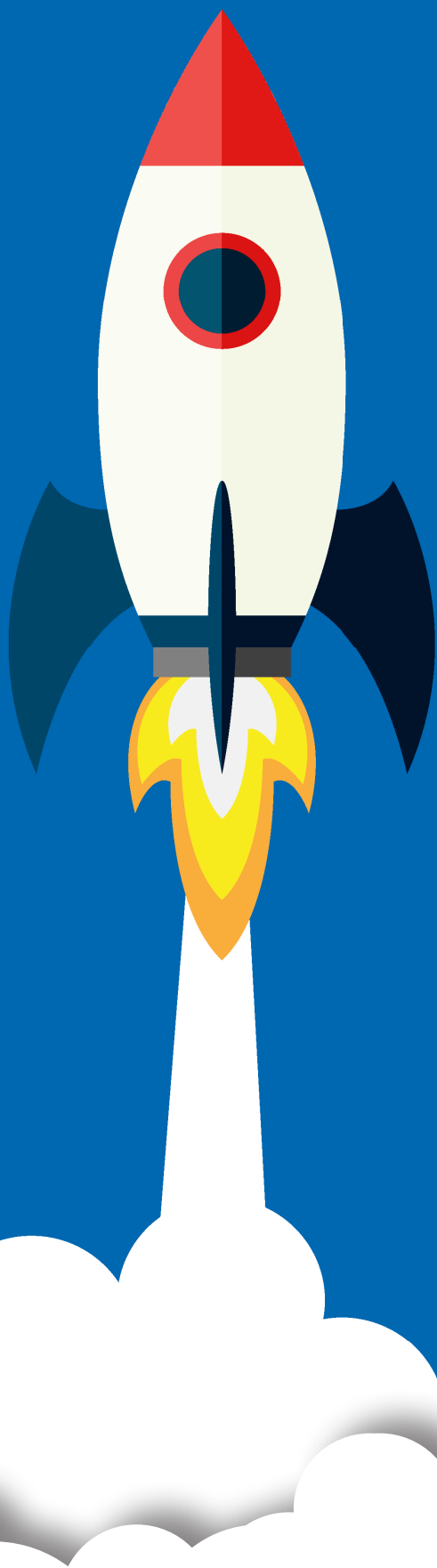


Prepared by:



FULLY PROMOTED

Branded Products & Marketing Services



Now is a better time than ever to invest in a Fully Promoted franchise. Our brand has been steadily growing for years, and our unique business model makes us a great first choice for businesses who are looking to promote themselves through products and marketing services. In this eBook, we'll take a closer look at the Fully Promoted brand.

OUR BRAND EVOLUTION

Fully Promoted started under the EmbroidMe brand name in West Palm Beach, Florida, in 2000. We immediately gained notoriety among our customers because of the high-quality embroidered apparel we designed for employees, giveaways, and more. Thanks to our success in the embroidery industry, we decided to expand our offerings.



Today, there are more than 300 Fully Promoted locations around the world. We are proud to offer a wide range of promotional products, and help our clients with everything from customized coffee mugs to online marketing assistance. We strive to help customers worldwide with all of their promotional needs, no matter what they might be. Because of the strength of the “B2B” model, our franchisees are in an excellent position to supply products and services that are in high demand.

THE B2B MODEL

The strength of our business derives in part from the business to business (B2B) model we employ. One of the reasons our business has seen stable growth is thanks to this model. As opposed to businesses that work with consumers (such as restaurants, clothing boutiques, and so forth), Fully Promoted works directly with other businesses. While other franchises deal in luxuries that make doing business easier, every entrepreneur knows that promotional products are integral to the success of any business. Without them, they would be less able to attract customers or spread the word about important events and promotions. Because we cater directly to other businesses, and because our products are necessary to help them attract customers, our franchisees are able to become important fixtures in their local business communities. We are oftentimes less susceptible to economic downturn because of the important nature of the products and services we offer.

The B2B model can also be a source of security when it comes to building repeat business. Because of the wide range of products we offer, we're able to function as a "one stop shop" for many of the business owners in the communities we serve. When you run a Fully Promoted franchise, you'll be the go-to source for the promotional needs of your local businesses.

A FEW OF OUR PRODUCTS AND SERVICES

Fully Promoted stands out from similar promotional product franchises thanks to the wide range of products and services we have to offer. We don't just deal in embroidery anymore! Here's a quick look at a few of our most popular products:

BRANDED APPAREL: Branded apparel is a must for businesses who are looking for employee uniforms, to promote or celebrate a new product, and to promote themselves in their communities. T-shirt giveaways are a great way to spread the word about a business! Whether businesses are looking for screen printed

t-shirts, embroidered polos, or something in-between, Fully Promoted franchises are able to offer them the colors, materials, and expertise to create the right apparel for the job.



OTHER PROMOTIONAL ITEMS: Our franchisees are also able to create a wide range of other promotional items. Whether customers are looking for branded coffee mugs, car wraps, banner signs, pens – you name it – our franchisees are able to help them find the right products to catch the attention of their potential customers.

DIGITAL MARKETING ASSISTANCE:

Fully Promoted deals in more than just products you can hold in your hands – we also provide valuable digital marketing assistance to our customers who are looking to expand and improve their web presence. One valuable service our franchisees offer is search engine optimization (SEO), which can help businesses improve their visibility in search engines. Our franchisees also know what it takes for businesses to beef up their social media, helping them access new clients online. These are just two of the valuable ways our franchisees provide digital marketing assistance to their customers.

As you can see, Fully Promoted seeks to live up to our name by helping our customers to “fully promote” their businesses in any way they see fit. This versatility is one of the many reasons that our franchise stands out.



A GROWING INDUSTRY

The promotional products industry has been steadily growing for years. One of the reasons for our continued growth is that businesses rely on us for their promotional needs, helping us remain a relevant and thriving business.

Furthermore, people love receiving promotional products, and often hang onto them even when promotions have ended. Promotional products that are fun, functional, and trendy are particularly popular among consumers. Businesses know that when they invest in promotional products such as pens or keychains, they have the potential to create brand familiarity with their potential customers. Did you know that 81% of people who receive a promotional product have a more favorable impression of the brand? This is a compelling statistic, and is one of the reasons businesses like Fully Promoted are particularly important to the entrepreneurs and business owners they serve. Finally, even in the digital age we're living in, promotional products remain the most effective form of advertising across Millennials, Gen-Xers, Baby Boomers, and the Silent Generation alike. With this level of effective marketing, it's easy to see why our industry has continued to experience steady growth.



WORKING WITHIN A FRANCHISE MODEL

If you're thinking of starting a promotional products business of your own, you should also consider the benefits of working within a franchise model. Fully Promoted has been in business for 18 years, and we understand what it takes to thrive in the industry. Opting to open a small business independently is a tempting prospect for many entrepreneurs, but working within the franchise model actually offers a range of important benefits.

First, our expertise allows us to give you highly-efficient training designed to turn newcomers to the industry into experts who are prepared to run their own businesses. While it can take independent business owners years to learn everything there is to know about producing promotional products, bookkeeping, and marketing, Fully Promoted franchisees can rely on us to guide them in these and other important aspects of running a business. As a matter of fact, we like to think of ourselves as a “turnkey investment,” because once our franchisees have invested, we give them virtually everything they'll need to open their doors.

Indeed, our franchisees will enjoy access to a range of helpful resources that make it as easy as possible to learn their business and start selling promotional products. For instance, we offer initial and ongoing training and support programmes that help our franchisees in every stage of their business. Whether it's our comprehensive classroom training, assistance with finding the perfect location, or ongoing professional development, our franchisees can count on us for valuable support every step of the way. Why go it alone when you can join our team?

These are just a few interesting facts about our industry and our growing brand. If you're interested in franchising with us, there has never been a better time to invest.

Contact us today to learn more about what it takes to open your own Fully Promoted store!



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