

Experience
Extraordinary

BrandYOU:

How to Out-Amazon Your Competition

Presented By:

Bill Petrie

PPAI EXPO[®]

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Promo Corner

Market Your Identity

Experience
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amazon

The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a thick, orange curved arrow that starts under the 'a' and ends under the 'n', pointing to the right.

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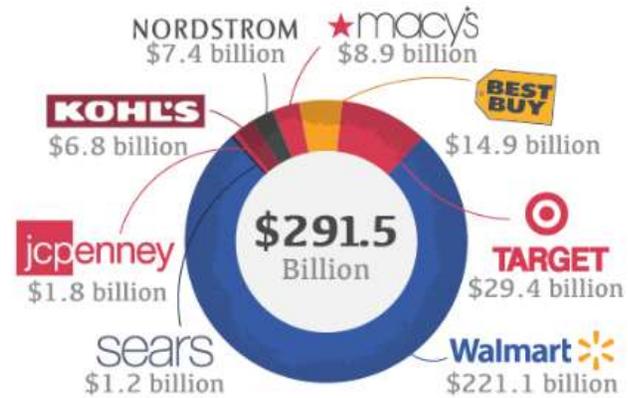


AMAZON'S WORTH

According to the Forbes Global 2000 List, as of October 2017

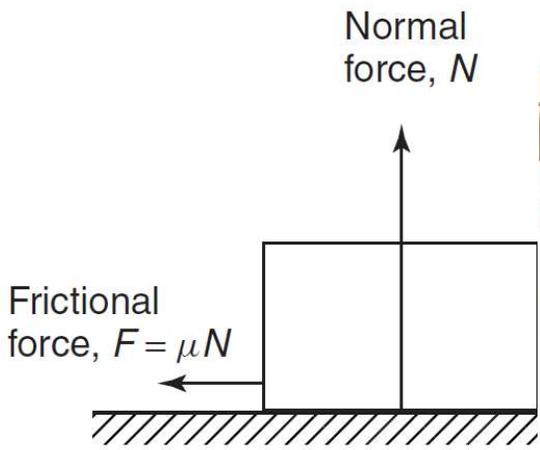
amazon
Market Value

**TRADITIONAL
RETAILER**
Market Values



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our stuff fast



Day Shipping on all eligible orders

1 Print label & authorization



4 Ship it!



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amazon dash
BUTTON

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potentia

brand satisfaction importance management only
 concept opportunities plan offer market deliver expectations value support client
 effort brouble efficiency important benefits
 core sales quality solution fragmentation perception focused retribution managing
 access measurement recommend think percentage salesforce related impact
 ratings policy marketing care vendor situation options sale model profit trade process educator types
 success survey know state

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eCompanyStore®
connect your brand™

ZORCH®

4imprint®

HALO identity
branded solutions

THE PROMO KNOW-HOW PEOPLE
@promos®

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SEE SOMETHING NEW, EVERY DAY.

TAKE A LOOK



amazon prime

All promotional products



Marvellous Maise! Winner of 8 Emmys

See delivery speeds to Franklin 37064

Departments Buy Again Browsing History William's Amazon.com Today's Deals Gift Cards Registry Sell Treasure Truck Help

EN Hello, William Account & Lists Orders Prime



1-16 of over 7,000 results for "promotional products"

Sort by Featured

Your Cart is empty.

... but you have 106 items saved for later

prime | FREE One-Day
Get FREE One-Day Shipping on qualifying orders over \$35

Show results for

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Kitchen & Dining

Kitchen Reusable Grocery Bags

Office Products

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Subscribe & Save Eligible

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prime | FREE One-Day

Brand

Sunrise Identity

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Prismacolor

Asus



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★★★★★ 1



Customized Recycled Paper Color-Pop Notebooks, Notepads, Journals- 5"w x 7"h- ...



Ultra-Light Promotional Drawstring Bag String-A-Sling Backpack- 13" w x 16" h- 150...



Sponsored

The Stream Deluxe Promotional Pen (Pack of 50, 80¢ per pen) The Pen Factory Eye-Catching Design and Style Metallic Colored Custom Imprint or Personalized Design Budget-Friendly - Blue

by PenFactory

\$39.90

FREE Shipping on eligible orders

★★★★★ 9



Sponsored

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by Sunrise Identity

\$8.750

FREE Shipping on eligible orders

★★★★★ 7

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amazon prime

All



The Marvelous Mrs. Maisel Winner of 8 Emmys

Deliver to William Franklin 37064

Departments Buy Again Browsing History William's Amazon.com Today's Deals Gift Cards Registry Sell Treasure Truck Help

EN Hello, William Account & Lists Orders Prime Cart

Factory-Direct Promotional Products & Custom Corporate Gifts



PENS & WRITING BAGS & CASES DRINKWARE OFFICE & DESKTOP TECHNOLOGY

BEST SELLERS FROM C2BPROMO.COM YOU PRICE IT. WE DELIVER IT.

We, C2BPromo™, are the leading C2B Factory Direct customization store of promotional products and custom corporate gifts with logo for businesses.



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0 Items: \$0.00

Check Out

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- Trade Show & Signage
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- Automotive & Keytags
- Tools & Lights
- Office & Desktop
- Travel Accessories
- Home, Kitchen & Pets
- Food & Candy
- Health & Safety
- Personal Care & Beauty
- Corporate Gifts

Promotional String-A-Sling Backpack

SKU# C2BB0054

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 - Daily Real Time Order Updates System
 - Over 20 years history, served hundreds of thousands clients... Why.C2BPromo.com



SAVE UP TO 58% ON PROMOTIONAL PRODUCTS

LIVE CHAT ONLINE

What's Hot See More

Custom Power Banks

ON SALE

MopTopper™ Stylus Pen with Screen Cleaner

Econo Silicone Cellphone Pocket / Card Holder / Wallet

String-A-Sling Backpack - 15" w x 18" h flat bag

Tuscany™ Journal Notebook - 5.75" w x 8.25" h x 0.75" d

PU leather Tuscany™ Slim Executive Power

Chat with us, we are online!

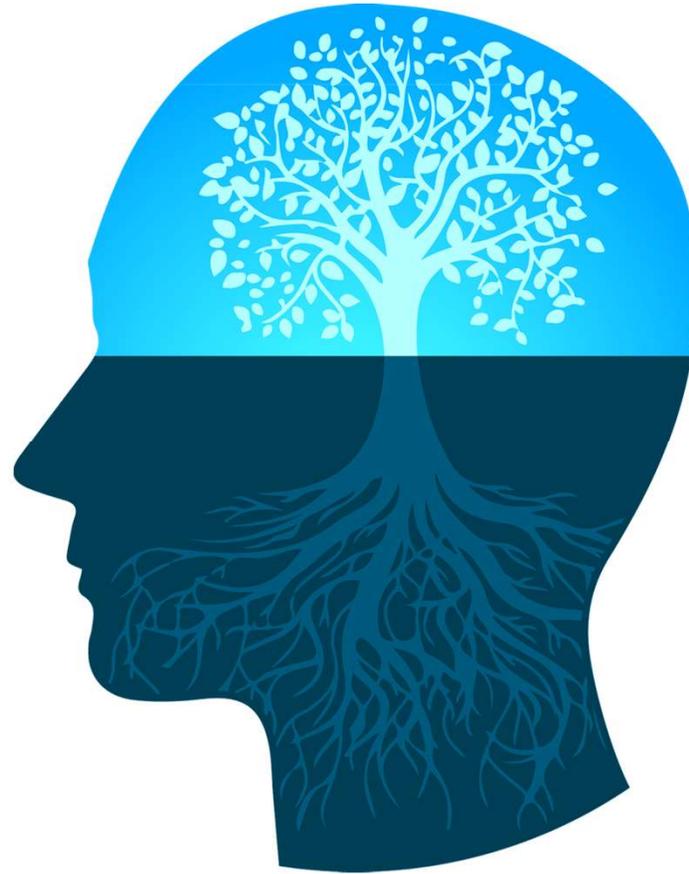
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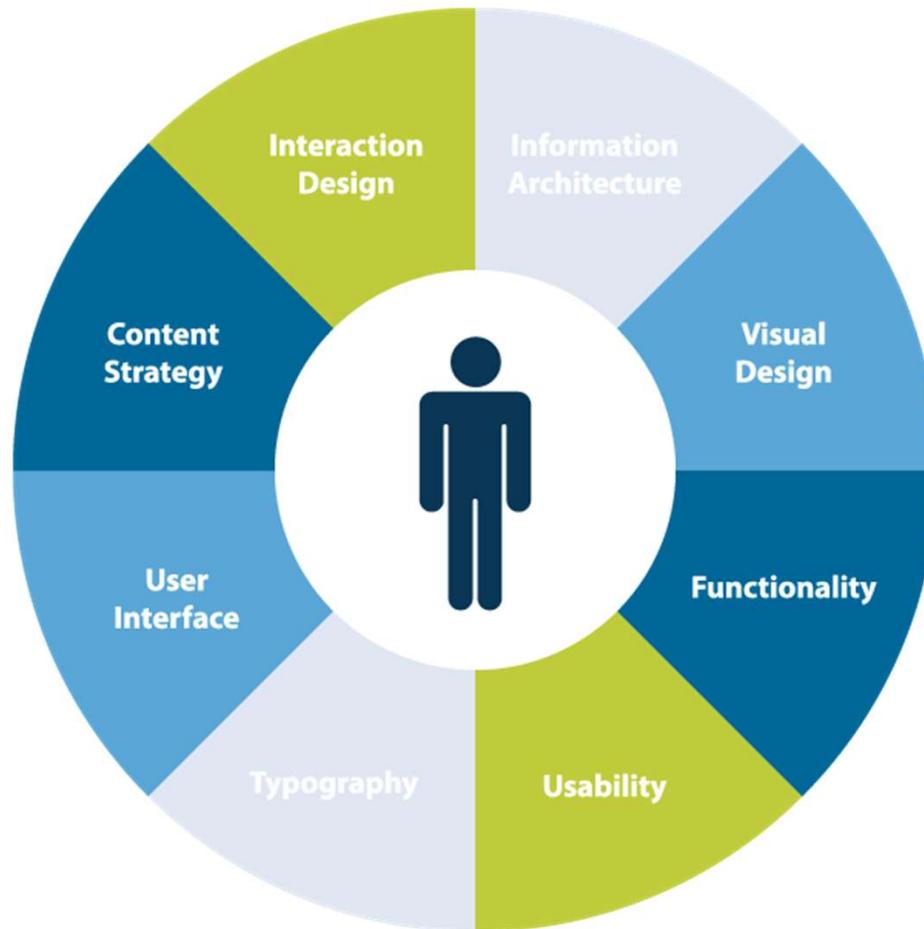
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I  amazon

CUSTOMER SERVICE

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ZORCH®

amazon

sunrise ident

HALO
branded solutions

THE PROMOTION HOW PEOPLE
e-promos®

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Promotional Products Professionals

Crowd Sourcing | Idea Sharing | Brainstorming

established November 2008

5,000 Members and growing

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**“Stop focusing
on dumb shit!**

**And dumb shit is
defined as things
you can’t control.”**

Gary Vaynerchuk



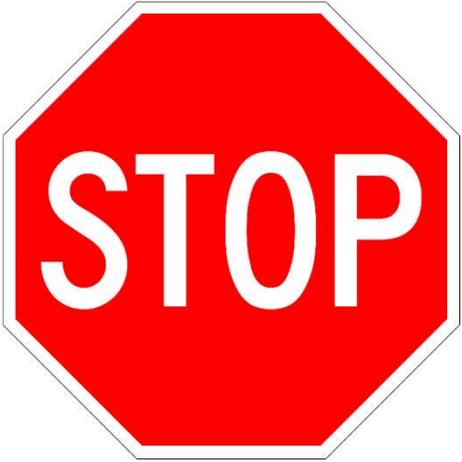


“TODAY YOU ARE YOU.
THAT IS TRUER THAN TRUE.
THERE IS NO ONE ALIVE
WHO IS YOUER THAN YOU.”

DR. SEUSS

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Experience
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PPAI EXPO

NO

Experience
Extraordinary

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Best Practice

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Cell Phones & Accessories > Accessories > Cables



Customers who bought this item also bought



iClever BoostCube 4.8A 24W Dual USB Travel Wall Charger with SmartID Technology, Foldable... \$10.99 prime



Anker 40W/8A 5-Port USB Charger PowerPort 5, Multi-Port USB Charger iPhone 6/6 Plus, iPad Air... \$22.99 prime



iClever BoostCube 4.8A 24W Dual USB AC Power Adapter SmartID Technology & Foldable... \$11.99 prime



Anker Quick Charge 3.0 63W 5-Port USB Wall Charger, PowerPort Speed 5 Galaxy S9 / S8 / S7... \$35.99 prime



Anker [2 Pack] Powerline Lightning Cable (6ft) Apple MFi Certified - Lightning Cables for iPhone XS/XS... \$19.99 prime



Anker [2-Pack] PowerLine+ USB-C to USB-A, Double-Braided Nylon Fast Charging Cable, for... \$9.99 prime



Anker Quick Charge 3.0 39W Dual USB Wall Charger, PowerPort Speed 2 for Galaxy S7/ S6... \$23.99 prime



Portable Charger Anker PowerCore 20100mAh - Ultra High Capacity Power Bank with 4.8A Output... \$49.99 prime



Wemo Light Switch, Wi-Fi enabled, Works with Alexa and Google Assistant \$45.99 prime



[2-Pack] Anker 6ft/1.8m Nylon Braided Tangle-Free Micro USB Cable with Gold-Plated Connectors... \$9.99 prime

Anker Powerline II Lightning Cable (6ft), Probably The World's Most Durable Cable, MFi Certified for iPhone XS/XS Max/XR / X / 8/8 Plus / 7/7 Plus / 6/6 Plus (Red)

by Anker 5 stars 1,936 customer reviews | 95 answered questions Amazon's Choice for "lightning cable lifetime warranty"

Share 1K+ Shares

\$12.99 prime

FREE Delivery by Sunday If you order within 6 hrs 23 mins or

Start over

Compare item prices

New (1) from \$12.99 prime

Report incorrect product information.



"Alexa, what's in my cart?" Ready when you are. Just ask. Learn more

Add to List

Have one to sell? Sell on Amazon

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Challenge

Understand the purpose behind the product.

amazon *Prime*

Start YOUR 30-day FREE trial NOW!



✓ FREE 2-Day
Shipping



✓ 40,000 Movies
& TV Episodes



✓ 300,000 Books
to Borrow

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Challenge

Think in terms of recurring revenue.

Challenge

Experiment with something quarterly.



“The most important thing to do is focus obsessively on the customer. Our goal is to be the earth’s most customer-centric company.”

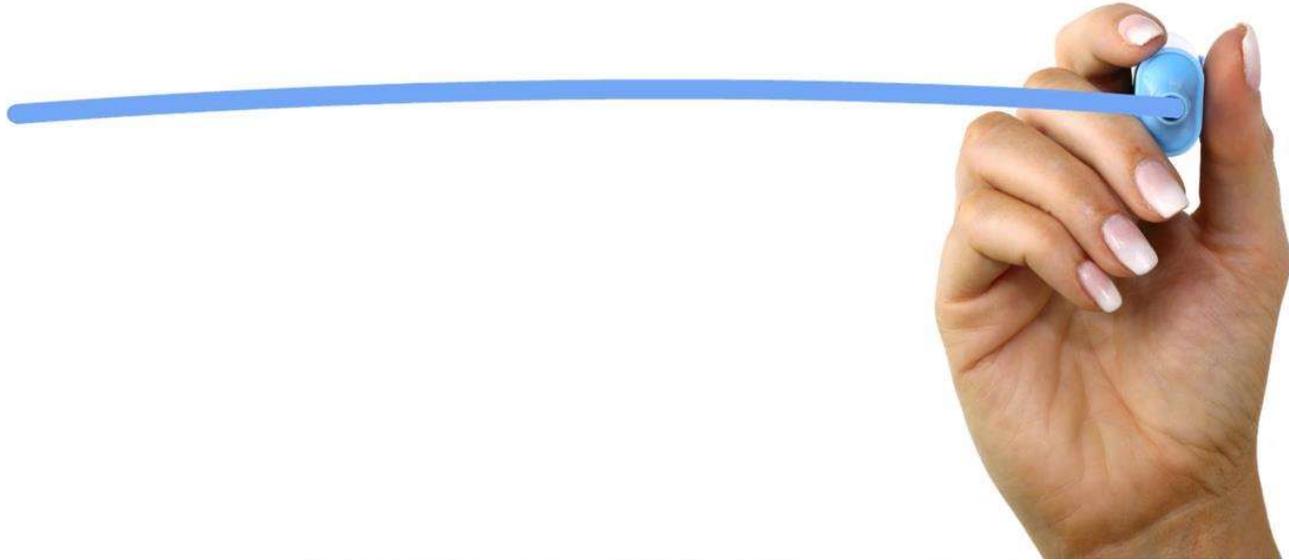
Jeff Bezos

Challenge

Secret shop your business.



ANTICIPATE



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“Get away from your damn desk. Your PC. Your mobile device. Your routine. In the digital age, human to human relationships and interactions are changing. Carve out time to meet with your clients – even incremental time. It sounds obvious, but as amazon and other online sales channels loom large and close by, **visiting with your client is the new competitive advantage**. Make the interaction meaningful with them and I promise you will be happy you made this adjustment.”

Danny Rosin 

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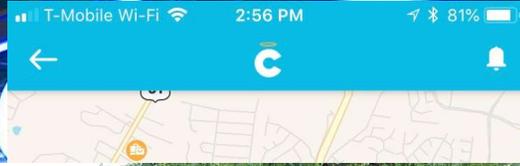
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CARVANA



DEFINE

Experience
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CARVANA

SHAKE  SHACK®



THE RITZ-CARLTON®

COSTCO
WHOLESALE



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