



2022

# PPAI EXPO Campaign

Tools to stay connected to your clients and prospects.



# Stay Connected.

Automated Email Marketing

Merch Decks

Social Media Marketing



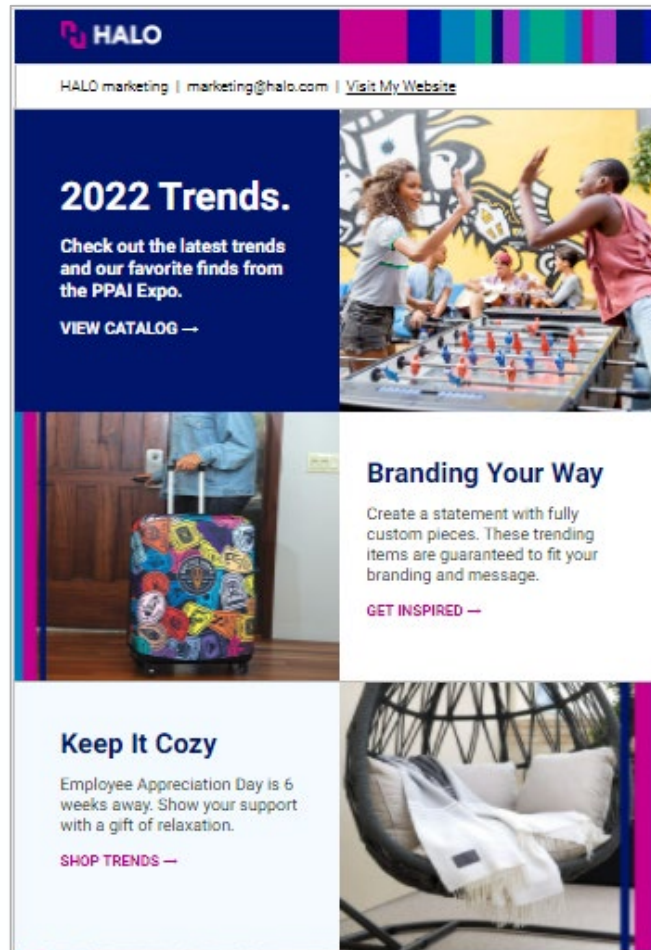
# AEM – Automated Email Marketing

## Benefits:

- Emails are customized with your contact information and sent from your email address
- Emails are sent every Tuesday Morning
- Weekly reports on audience engagement
- Stay top of mind with your clients
- Takes the work of staying connected off you
- It is FREE!

Read our latest blog featured in our AEM – The Best Things We Saw at the PPAI EXPO.

[View Blog →](#)



**HALO**  
HALO marketing | marketing@halo.com | [Visit My Website](#)

### 2022 Trends.

Check out the latest trends and our favorite finds from the PPAI Expo.

[VIEW CATALOG →](#)

### Branding Your Way

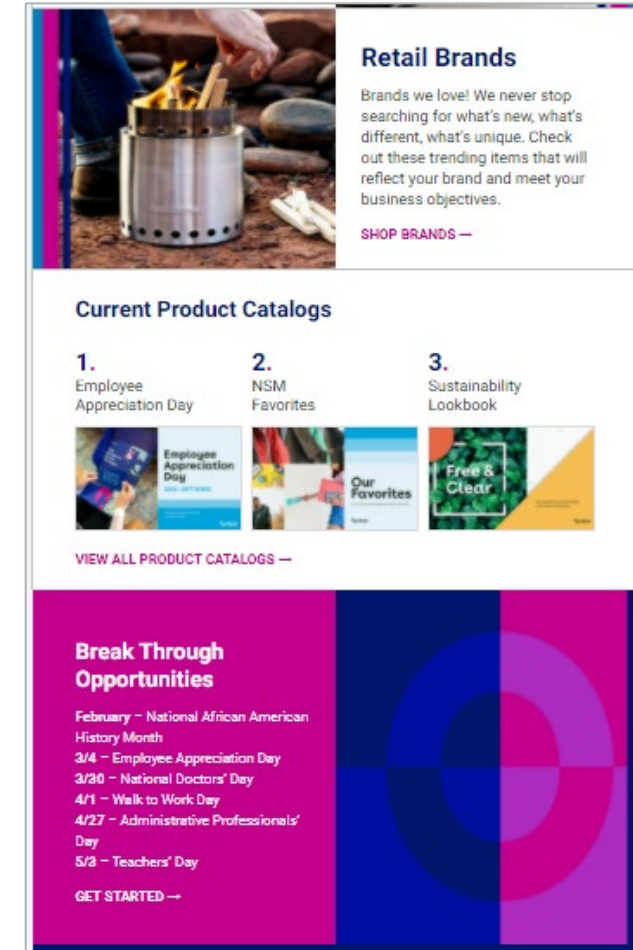
Create a statement with fully custom pieces. These trending items are guaranteed to fit your branding and message.

[GET INSPIRED →](#)

### Keep It Cozy

Employee Appreciation Day is 6 weeks away. Show your support with a gift of relaxation.

[SHOP TRENDS →](#)



## Retail Brands

Brands we love! We never stop searching for what's new, what's different, what's unique. Check out these trending items that will reflect your brand and meet your business objectives.

[SHOP BRANDS →](#)

### Current Product Catalogs

1. Employee Appreciation Day
2. NSM Favorites
3. Sustainability Lookbook

[VIEW ALL PRODUCT CATALOGS →](#)

### Break Through Opportunities

February – National African American History Month  
3/4 – Employee Appreciation Day  
3/30 – National Doctors' Day  
4/1 – Walk to Work Day  
4/27 – Administrative Professionals' Day  
5/3 – Teachers' Day

[GET STARTED →](#)



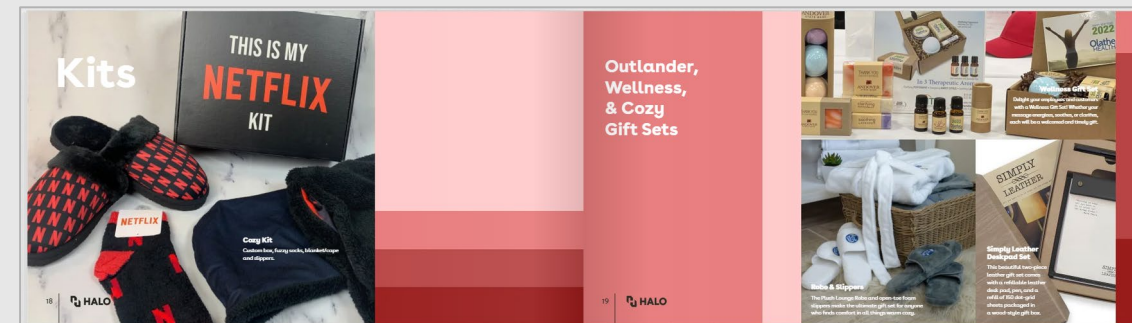
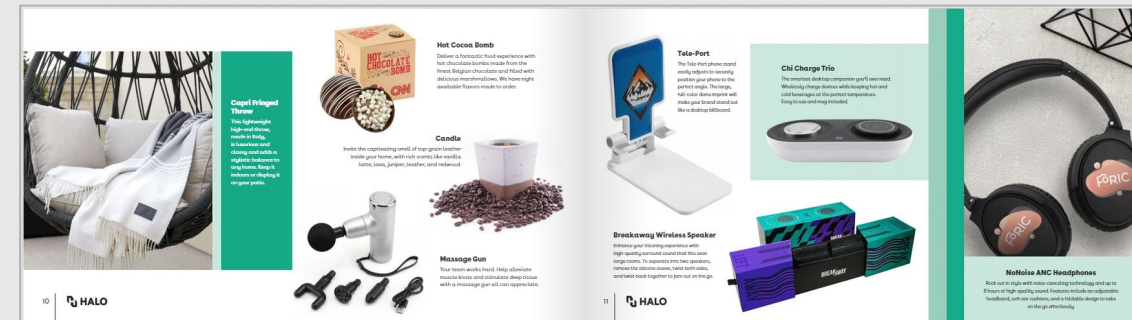
# Merch Decks

## Benefits:

- Provide inspiration on notable themes consistently
- Share the latest trends and new products
- Shared on social and HALO.com
- FREE to utilize
- Sent through the AEM so you know your clients are receiving the latest and greatest content

Take a look at our latest merch deck, **2022 PPAI Best of Show Lookbook**, featuring over 75 new and trending products from PPAI EXPO.

[View Catalog →](#)







# Social Media Marketing

## Benefits:

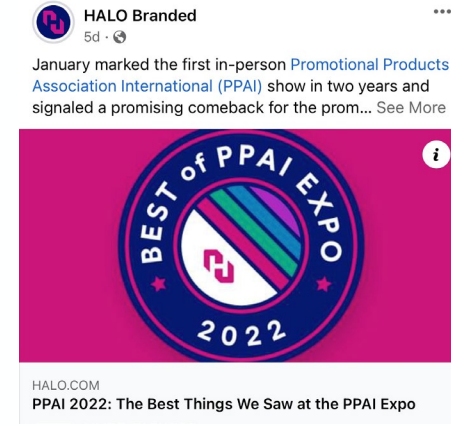
- We curate content so you don't have to
- One click like and share
- Message can be modified when sharing
- Keeps a consistent message onto your channel
- Provides education and inspiration for clients

Check us out!

[Facebook](#) →

[Instagram](#) →

[LinkedIn](#) →





# Make 2022 Your Year.

Planning and Next Steps



# Marketing Activity Planner

## Benefits:

- Know that your marketing plans are activated
- Know that your clients are keeping you top of mind
- Rebuild relationships with clients
- Take the work of your plate
- Your Marketing Consultant keeps you informed on upcoming projects based on your established plan

Automated Emails	Direct Mail	Events	Social Media
Opted Into bi-weekly automated email program for full contact list with weekly reporting.	<b>Feb:</b> Essentials catalog mailings to full list. <b>Q2 &amp; Q3:</b> Inbox direct mailings <b>Nov:</b> Holiday gifting mailers for top 50 clients.	<b>JULY:</b> Annual end-user show, corporate clients only <b>AUGUST:</b> Local chamber event	Following HALO corporate content reviewing share strategy to reach customers.

2021											
JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC
	Spring Poles						2022 Calendar Program	Customer Service Conf. Special	Customer Appreciation/ Holiday Gift Box		
Ice Scraper/ Snow Brush		Spring Sale	Eco/ Reimagined Collection		New Collection Launch			New Fall/ Winter		Holiday Collection/ Cyber Monday	Holiday
		Spring Sale	Eco/ Reimagined Collection			Road Trip Ready		New Fall/ Winter			Holiday



**Thank you.**