

LovePromos Offers New Approach to Online Promotional Products

Snap Promotions launches a new online division, LovePromos, offering a select group of high quality custom printed bags, coasters, drinkware, matches and napkins. A site dedicated for those wanting to promote their business with promo products.

October 15, 2011 (FPRC) -- Snap Promotions announces the launch of their new website, LovePromos, a niche website within the world of online promotional product retailers.

"This is the first in a series of niche promotional websites we'll be launching over the next few years," explains Amber Lee Collins, PR Director for LovePromos. "This is an exciting time for our company."

Where most online promotional product retailers attempt to feature tens of thousands of products or more, LovePromos is the anti-superstore. "Instead of trying to offer every product under the sun, we wanted to focus on our core competency. Do what you do best. For us, that's bags, drinkware, coasters, matches and napkins. This way we're able to focus on a very select grouping of products," says Collins. "Everything is high-quality."

With a focus on only specific products, this will allow the client service staff at LovePromos to provide greater knowledge and better customer service. "Truthfully, if you visit a online store with 50,000 products, do you really expect the customer service person to know everything about every product? These are the core products we've been selling for years. We know them. And we love them all."

The LovePromos website not only offers a new approach to niche marketing of promotional products, it also delivers a great user experience. "It's amazing how cluttered most e-commerce websites have become," says Collins. "This site is so clean and professional. It's easy to find what you're looking for. And checkout is amazingly painless."

Collins goes on to explain, "You can't be all things to all people. We just want to be the best at what we do."

About Snap Promotions

Based out of Lawrence, Kansas, Snap Promotions was founded by Lee and Kristin Eldridge. Snap Promotions is a promotional marketing firm specializing in personalized marketing products, promotional items, corporate gifts, employee incentives and apparel. A division of Snap Promotions, LovePromos is an online retailer of a niche group of promotional products that includes bags, coasters, drinkware, matches and napkins.

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