

Hatswork Round-Up: May 25, 2017



In today's Round-Up, we're taking another look at utilizing promotional products in the [health care](#) and [non-profit industries](#).

We'll also discuss a case study involving [Netflix's](#) new line promoting their most popular original shows.

Proforma

[Marketing Focus: Health Care Industry](#)]

On Monday, we published our first article on [selling caps into the health care industry](#). This blog has a slightly different take.

It discusses using [health care](#) promotional products as gifts to your employees as a way to encourage them to take better care of their health. Which in the long-term saves business owners money by decreasing turnover, time off, and insurance spending.

ASI

[Promo Marketing Statistics ? Non-Profits](#)]

A few months ago, we looked at selling headwear into the [non-profit market](#). This article provides survey data collected from distributors specific to the non-profit sector, including the following:

- 70% reported selling apparel items.
- 46% believe their sales will increase over the next 2 years.
- The median order size is over \$950.

Promo Marketing

[Netflix's New Promotional Products Could Generate \\$1 Billion in Revenue](#)]

Netflix recently made the jump from streaming service to promotional product powerhouse, following the success of other pop-culture influences like Disney. They're selling exclusive apparel and products advertising their most popular original content like Stranger Things, House of Cards, Gilmore Girls: A Year in the Life, and Orange is the New Black.

Predictions estimate the [Netflix merchandise line](#) could be worth \$1 billion in revenue in addition to what they make on subscriptions. Have we mentioned how powerful promotional products are for businesses?

Are there any other companies you can think of that surprised you with a successful merchandise line? We have covered a lot of different [markets](#), what do you want to see next? Let us know in the comments below. You can also follow us on [Instagram](#) using the hashtag #hatswork.