

Hatswork Round-Up: March 21, 2019



In today's Round-Up, we are discussing one of the best ways to generate brand awareness for small businesses. We will also look at some great hot weather hats and discuss the promotional headwear industry.

HALO

[Three Ways Giveaways Create Brand Awareness](#)

We all know that promotional products help to generate brand awareness and positive impressions. This is especially important when 60% of people surveyed said they are more likely to buy from a brand they are familiar with than one they have never heard of.

Another way to build brand awareness is to host a contest, giveaway, sweepstakes, etc. This article dives into three key ways businesses can do this and stay top-of-mind with their customers and potential clients.

- Increase measurable [social media](#) metrics.]
- Establish your brand as a leader in your industry.
- Foster loyalty and build connections with existing customers.

Bustle

[The Best Cooling Headwear](#)

Did you know that one of the quickest and easiest ways to cool down is by focusing on your head and neck area? There are pulse points where blood vessels close to the skin's surface can rapidly cool down your entire system.

With the [spring](#) and [summer](#) months right around the corner, now is the time to start thinking about how you're going to [protect yourself from the sun's harmful rays](#). This article lists six of the best cool-down caps you can buy.

[Headband](#)]

[Baseball Hat](#)]

[Most Coverage](#)]

[Towel](#)]

[Brimless](#)]

[Ice Hat](#)]

Promo Marketing

[Getting in on the \(Still\) Growing Promotional Caps and Headwear Category](#)

?In every [sporting event](#), you see a hat. On every [delivery person](#), every [golfer](#), every [tech person](#), every [service leader](#) in [various industries](#), you see a hat. The hat is universal and says it all. It's the closest thing to a person's eyes when you greet them.? -Joey Knight

Name a more effective brand awareness strategy than incorporating promotional hats. Go on, we'll wait. Don't forget to follow us on [Instagram](#) and [Facebook](#) using the hashtag #hatswork.