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## The ODM Group's Monthly Newsletter

January 2022

### Company News

And just like that - we're now welcoming 2022 with warm and open arms! Last year was both a challenging and amazing year for our company. Our team is super excited to welcome in the **Year of the Tiger** and are looking forward to a better future for our company and yours.



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our artwork for their gifting. The collectibility of this merchandise and strong design features is something we are really excited by and something our customers ask for each year. Make sure to message us to get yours.

Aside from the continuous impact of the pandemic, we are also preparing for the upcoming factory shutdown in observance of the Chinese New Year. Many factories will begin to close next week and the week after, and our team has already set plans to deliver rush orders.

### **Marketing & Industry Trends**

The ODM Group highly support sustainable marketing. If you are a brand that also promotes sustainability and green initiatives, we've got this stylish yet eco-friendly promotional product for you!

[Eco Promotional Merchandise: Unzip the Benefits of Cork Toiletry Bags!](#)



## Top 5 Blogs of the Month

In December, our team at ODM has written 42 different blogs on various promotional gifts, POS displays, marketing promotion schedules, tips and strategies and many more. Check out the Top 5 Blogs here and learn how to scale your business using these insightful ideas.

1. [Welcome 2022: Set Up Your New Year Business Goals With ODM!](#)



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2. Marketing Promotion Schedule: Plot Your Promotional Plan Like a Pro!



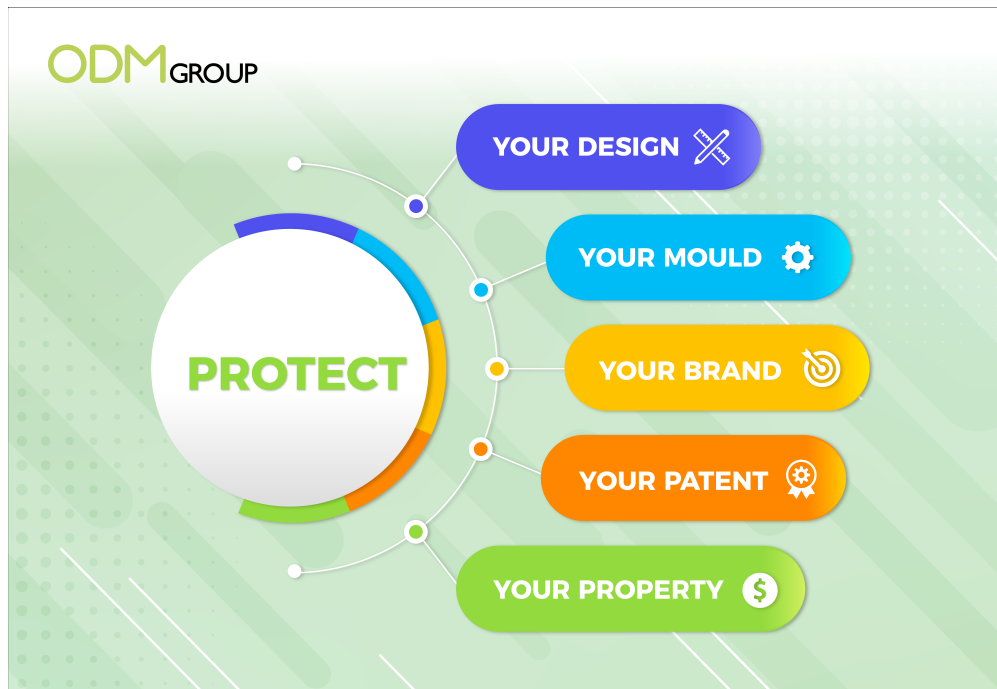
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4. [The 8 Key Stages of New Product Development](#)



5. [NNN Agreement: How To Protect Your Intellectual Property in China?](#)



**Mergers & Acquisitions**

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- [Paramount Apparel Acquired By Private Equity Firm](#)
- [Owner Of Staples Promotional Products Acquires Digital Room](#)
- [Gildan Acquires Frontier Yarns](#)
- [BAMKO Acquires Sutter's Mill Specialties](#)

## Upcoming Events in January

We will also celebrate the following special days in January:

- [January 7 – Bobblehead Day](#)
- [January 11 – World Sketnote Day](#)
- [January 13 – Stickers Day](#)
- [January 15 – National Hat Day](#)
- [January 19 – Tin Can Day](#)
- [January 22 – Celebration of Life Day](#)
- [January 24 – National Beer Can Appreciation Day](#)
- [January 28 – International Lego Day](#)
- [January 29 – National Puzzle Day](#)

## Branding Tips & Tricks

Marketing budget plays a critical role in the success of your business, whatever industry you belong to. It doesn't matter whether you are a start-up or an established company in the market. Your business will not survive without marketing and without enough budget to support your promotional campaign. Indeed, it is paramount for you to know how much money you need for your marketing activities.

Check out this blog to know how to maximise your marketing budget this year 2022 and to ensure that your resources will be allocated accordingly.

[10 Tips to Maximise Your Marketing Budget for Promotional Merchandise](#)



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The ODM Group has a lot in store for you. Feel free to visit our [website](#) to see informative blogs about our products and services. Moreover, you can check out the case studies we've written about impressive promotional and marketing campaigns conducted by different brands across industries. Be updated! Keep in touch with our team!



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