



SUPERSTARS IN BUSINESS WINNER

# A WINNING APPROACH

**Promo Victory**

BY CLAIRE ARMANN | PHOTOS BY FINAL FOCUS PHOTOGRAPHY

THOUGH PROMO VICTORY began during the peak of the recession with no clients. Soon after, it started to shine and prove itself as one of Delaware's most dedicated and innovative promotional companies. Their strategic approach has created successful and impactful promotions which allowed the brand and message to stand out from the crowd. Unlike their competition, they have the marketing expertise to consult, educate and help clients utilize relevant promo items for their brand.

Promo Victory won the Superstar in Business 2018 award from the Delaware State Chamber of Commerce for the 1-24 employee category. This company has only one employee, Vicki Lam the President and Founder, who is also Delaware's only Certified Advertising Specialist. She has single-handedly acquired and served over 350 satisfied clients locally

and nationally. They include small businesses, corporations, nonprofits, health care, malls, hotels, schools, churches and government agencies.

"The application process may be challenging, but it's rewarding because it forced me to fully evaluate my business in all aspects, and to realize how much I've accomplished in the last decade. It's a great honor to be selected as one of the winners," said Lam. "The award is a great way to celebrate 10 years in business!"

Lam started the company three days after she quit her job at a promotional company, where she felt undervalued and underpaid. The frustration became motivation. "If I was going to be underpaid and overworked, it might as well be my own company. I'm very passionate about the business and very good at it."



MARVIN S. GILMAN  
**SUPERSTARS**  
 IN BUSINESS



Promo Victory has many unique defining qualities. Clients get free promotional consulting services. The company's detail-oriented approach leads to meaningful promotions that tell the story of each client's brand. Clients always work directly with Lam, who is brand-, strategy-, and customer-focused. "The personalized service I provide has built strong relationships. I became friends with many of my clients over the years. Not many business owners can say the same."

Continuous marketing and innovation helped grow her business, along with utilizing superior vendors who are the best of the best. This along with being extremely organized has significantly streamlined her 45-hour work week to be efficient and productive.

Lam believes that networking is essential for growth and relationship building. Through networking, Lam was able to acquire the DuPont account. They have now been a client of Promo Victory's for seven years and maintain a great working relationship. Additionally, Promo Victory is the only promotional company in Delaware to be certified by the Women's Business Enterprise National Council. Despite its humble beginning, the company has always remained profitable and debt-free.

The success of Promo Victory, Lam attributes much to her marketing background. She has 22 years of experience in marketing and advertising and holds a bachelor's degree in Marketing Management. Because lack of marketing, and poor marketing, are major reasons why businesses fail, she volunteers her time to the business community by teaching free marketing workshops at many nonprofits to help businesses sustain and grow. ■

# 182<sup>ND</sup> ANNUAL DINNER

MONDAY  
 JANUARY 7, 2019

Chase Center on the Riverfront  
 Wilmington



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The State Chamber is offering complimentary round-trip rides on Delaware Express to the 182<sup>nd</sup> Annual Dinner.\*

Includes happy hour on the ride up and live streaming of the College Football Playoff National Championship!

Pick-ups and drop-offs will be in Rehoboth and Dover.  
**\*Must be pre-registered to attend the 182<sup>nd</sup> Annual Dinner.**

Contact Kelly Basile at [kbasile@dsc.com](mailto:kbasile@dsc.com) for more information.

