

The Promo Playbook Partners with Industry Media Powerhouse PromoJournal to Help Retail Brands & Suppliers Scale

An exclusive PromoJournal partnership brings The Promo Playbook's industry expertise, candid conversations, and retail-growth insights to a wider audience.

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The Promo Playbook, a leading strategic advisory group founded by industry veterans Kim Ballerene, Adrienne Barker, and Lisa Fosdick, has announced an exclusive content partnership with PromoJournal, the promotional products industry's premier digital media and marketing platform. Marking its milestone 30th episode, [The Promo Playbook podcast](#) will now be hosted directly on PromoJournal.

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Entering promo isn't as simple as opening a wholesale account. Understanding its unique nuances can be the difference between simply entering the market and truly scaling.

Kim Ballerene, Partner, The Promo Playbook

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The partnership comes at a time when the promotional products supplier landscape is expanding well beyond its traditional boundaries. According to PPAI Research, one-third of leading distributors report increasing their sourcing from non-industry or direct suppliers. Among distributors sourcing outside the traditional promo channel, 60% cite access to product categories not readily available from established industry suppliers. This shift is creating new opportunities for retail brands and emerging suppliers to enter the market while increasing the need for education, industry insight, and candid conversations

about how to successfully navigate the branded merchandise landscape.

“We work closely with retail brands and traditional suppliers that see tremendous opportunity in

promo but don't always know how to navigate the channel,” said Lisa Fosdick, partner at The Promo Playbook. “That's really what our podcast is about - bringing together smart voices from across the industry, sharing what works and what doesn't, and helping brands and suppliers better understand where the opportunities for growth exist.”

“Entering promo isn't as simple as opening a wholesale account,” added Kim Ballerene, partner at The Promo Playbook. “This industry has its own ecosystem of distributors, buying groups, margin structures, decoration and fulfillment requirements, and ways of doing business. Understanding those nuances can be the difference between simply entering the market and actually building a scalable, profitable channel.”



Podcast cover artwork

By joining forces with PromoJournal, part of the PromoCorner family, The Promo Playbook gains greater access to an active audience of distributors, agency leaders, suppliers and industry decision-makers. Known for its professional education, video, audio, and industry content, PromoJournal provides a natural platform to expand the conversations already taking place on The Promo Playbook podcast.

“PromoJournal and the PromoCorner team have built an incredible platform for education and conversation within our industry,” said Adrienne Barker, partner at The Promo Playbook. “We're tremendously grateful for their support and excited to expand the reach of the podcast, amplify supplier voices and create more conversations around where the next opportunities for growth are coming from.”

The partnership also reflects the broader mission of The Promo Playbook: helping retail brands, suppliers and service providers identify whitespace and build sustainable growth strategies within the more than \$27 billion promotional products industry.

To listen to The Promo Playbook podcast or explore channel strategies, visit PromoJournal or <https://www.thepromoplaybook.com/>

About The Promo Playbook

The Promo Playbook helps retail brands, traditional suppliers, and service providers navigate and grow within the promotional products industry. Founded by industry veterans Kim Ballerene, Adrienne Barker, and Lisa Fosdick, the firm combines retail brand experience with deep B2B promotional expertise to help companies identify whitespace, optimize pricing, establish distributor relationships, and scale efficiently.

About Promo Journal & PromoCorner

PromoJournal, a flagship media platform of PromoCorner, is dedicated to the education, growth, and professional development of promotional products experts. Offering daily news, podcasts, video series, and digital tools, PromoJournal connects suppliers and distributors with actionable marketing strategies and market intelligence.

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