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It's not much of a surprise that online shopping has boomed during the last two years. Research shows that **67% of consumers** shop differently now than they did pre COVID. We offer online **Merch Stores** as our answer to these changing consumer trends. Merch stores are awesome for lots of reasons, here's the top three:

They save you time. You don't have to collect individual orders or worry about tracking payments and distributing items. We do it all so you have more time to focus on your core business.

They help you promote a sense of community. Custom branded gear can communicate a lot about your business. And an added benefit ...the people in

your community become ambassadors when they wear your gear.

They can help raise money for your organization or to donate to a great cause.

But just because you have a store doesn't mean you are *automatically* going to sell a lot of gear. **There are a few important factors that help determine the overall success of your Merch Store.**



Time of year

Consider opening your store at the beginning of a new season, to mark an anniversary, or before a community event *instead* of during the Christmas season when people already have so much shopping to do.



Quality of design

Limited edition designs can motivate sales. Release a new design and tell people to "get it while they can". No one wants to miss out!

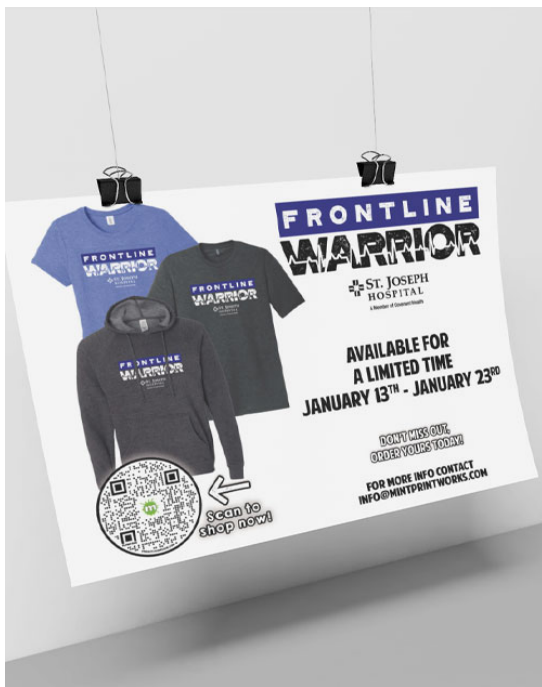


How you promote it

Get the word out and generate excitement about the gear you are selling. We are rolling out a few new ways to make this easy for you, see below.

We want your Merch Store to be completely fabulous!

Below are two resources we provide to make it easy to get the word out when your Merch Store opens.



Hang em up...

We provide a custom flyer featuring the products in your Merch Store with a QR code that links directly to your store. Send it as an email attachment or print and hang in high traffic areas!



Get posting

We'll also email you ready-to-use images of the products in your store. Use them on social media to generate buzz and show what's for sale. We recommend you post once a day while your store is open to keep it top of mind!

Get Social

Tips to help promote your Merch Store on Instagram

Make it super easy



Update the link in your Instagram profile to go directly to your Merch Store so it is super easy for people to shop. Instagram doesn't let you add links to individual posts, which is why you see "link in bio" all the time. Users know to click on your profile and access the link. If you don't want to replace your main website link, use **LinkTree** to create multiple links. (Check out our Instagram profile for an example.)

Get a little fancy

Try an app like **Canva** to elevate the design factor of your Instagram posts. It is easy (and kind of fun) to use!



FEATURED

Ready for Spring



Crop Fleece Hoodie

Available in 12 colors, this super soft cropped fleece is super comfy!

[SEE OPTIONS](#)



Eco Heavyweight T-Shirt

Available in 8 colors, 60% organic cotton, 40% recycled poly.

[SEE OPTIONS](#)

Looking for the perfect gear for your next project? Check out our catalogs, or [get in touch with us.](#)

BROWSE CATALOGS



The boss man is turning 40 today! If you see him wish him well.



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SCREEN PRINTING / EMBROIDERY / ONLINE MERCH STORES / HEAT APPLIED GRAPHICS