

Brand Management Programs - Why You Need One...

It sounds like a great solution but you haven't found the time to implement one. The purchasing department handles ordering and marketing manages the branded items that support your company so it's not a necessity. Departments order the print and promotional items that they need and that works fine – doesn't it? If your organization does not have a Brand Management Program with a company store,



your control is limited and it's very labor process intense to manage. For these reasons (and many more), let us talk you through the 4 most valuable reasons to think about starting an online store:

1. BRAND MANAGEMENT

Your brand is one of the most important assets of your organization. It helps you stand out in your industry, represents your company on your website, on print items, promotional products, and online. For this reason it's important now more than ever to deliver a consistent brand to your target audience.

An online company store ensures your branding will be consistent across a wide range of branded print and promotional products. Your online store ensures your brand is properly managed and gives departments access to the material they need anywhere anytime. Customer golf outing in Texas – no problem the VP of Sales in Houston can order a custom banner, branded golf balls, tees and other items for his clients all online in minutes.

With 24/7 access, your team can efficiently order brand compliant products for their events. This is the marketing and creative team's dream — a centralized location with pre-approved print and promotional items that effectively delivers your brand's message.

2. REPORTING

Online Reporting provides you with everything you would ever want to know about the purchases made and information about the buyers. Valuable information on inventory performance (products with highest turns and slow movers), fill rates, and order statistics (average order sizes, etc) is provided. Online store reporting helps determine which branded products should stay, which should be discontinued, and can help you determine what approach to take for reorder timing, communications, and budgeting.

3. MARKETING

Even your most basic online company store setup should include a marketing element to help drive awareness and usage of the program. Many include email communication packages to help promote new products in the store, seasonal updates, and special promotions. Products and content should be updated seasonally to keep it fresh for users. Marketing from your online store provider as well as internally within your own company are important for program success.

4. EASE OF ORDERING

An online store done right will allow your teams to place orders from the road or at their computer with the click of a mouse. An ideal solution will be mobile friendly with a clean look and incorporate online retail best practices. Now ordering trade show giveaways for next week's event is quick and easy!

5. CHOOSING THE RIGHT PARTNER

Company Stores are changing the way corporations large and small, manage their business and brand. Unfortunately, not all Company Store providers are created equal. The process for implementing one should begin with a detailed review of your corporate objectives and users. The best providers offer online stores that are integrated with their internal systems (ERP), and have a network of production and fulfillment facilities to handle any branded print or promotional item needed. While the technology is important it's equally important to have a strong team to service your account.

It's critical to have a dedicated customer service representative (not a new person every time you call in), an account manager, and executive support. Having the proper team in place will deliver you the best results for your program. This will ensure you receive excellent customer service, ongoing consultation to reduce costs, and executive support for issue resolution.

Be sure to ask questions about your provider's expertise relating to sourcing the full gamut of print and promotional items, as well as the provider's ability to manage the complex process of setting up the permissions and controls that are needed to protect and promote your brand.