

HOW TO BOOST CUSTOMER LOYALTY:

10 BEST SWAG ITEMS OF 2021 THAT YOUR CUSTOMERS WILL LOVE

brand

**Special Bonus Section:
The Little Known Secrets
for Promoting and Selling
Your Company Swag**



SWAG FACTORY

Do your customers love your company brand enough to tattoo your brand on their body? Raving fans of Harley Davidson, Apple, Jack Daniels, Disney, Monster and Benz have!

| SO HOW DO YOU DO IT? |

How do you boost customer loyalty and get your customers to fall in love with your brand so much they are willing to become brand advocates and ambassadors for your company?

Selling branded swag has always been a key strategy to build brand awareness, help loyal customers feel bonded with your company, boost sales and expand your current market. Selling swag items to your customers once you already have an established business helps you accomplish those things; but where do you start?

Luckily we have rounded up the top 10 branded swag items of 2021 to help you get started.



THE 10 BEST SWAG ITEMS OF 2021 YOUR CUSTOMERS LOVE



OUTERWEAR

Did you know that 67% of consumers said that they currently own promotional outerwear? With 6,1000 impressions generated over its lifetime, outerwear seems like a no brainer for your brand. Put your logo on a packable Champion jacket for a lightweight and convenient piece to carry around.



ATHLEISURE

Athleisure and casual looks remain strong as work from home trends stay high. Customers are buying more functional basics over the trendy styles, so keep it simple and classic with your company name on the back of a sturdy and simple long sleeve tee. Layering pieces can also help employees dress up a bit but stay comfortable at the same time. A nylon jacket could be just the piece you are looking for!



HATS

A hat is a classic promotional item because so many people not only love them but keep them for a long time. 69% of consumers say that they own branded headwear, and keep them for at least 10 months. There's multiple options too. You would do a baseball hat, beanie style or even a hard hat for the worksite.



PENS

Once I find a pen that works really well, I keep it by my side like it's a lifeline. I hate when I am searching for a pen only to find one without ink. I would much rather have a reliable one than a cheap one that came in a 20 pack from the grocery store. When I get a branded company pen, it's like Christmas morning. Something about being an adult makes you excited over things like that. Then when I pull that pen out, I am reminded of the company all over again. Make your customers just as happy with your company logo on a solid, reliable pen!



DRINKWARE

It's no surprise that the world is still as focused as ever on going green, but after being shut indoors for a year, people are still just as determined as ever to lean towards sustainable products. The ASI reported that 46% of consumers have a more favorable opinion of an advertiser if the promo product they received was environmentally friendly. Eliminating plastic water bottles by using reusable water bottles/tumblers is still a large push. Put your company logo or motto on a coffee mug or water tumbler and it can be seen in the hands of your consumers everywhere they go.

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BAGS



Everyone needs a bag, no matter the stage of life they are in. Briefcase • Backpack • Purse • Grocery Bag • Fanny Pack (for running or because they are stylish again!) • Coolers. Find the style of bag that most represents your company and then put your logo or motto on it. They will then attract attention because it is more than just the standard. Plus, they are of course eco-friendly and help to save the environment!

POWER BANKS



Does anyone leave home now without a backup plan in case their phone dies? Nobody wants to spend time searching the area for a plug, or having to walk away from a charging phone. Enter the awesomeness of the power banks. They come in all shapes, sizes and capacity so you are sure to find one that will appeal to your customers. Are they going to be away from home for a big (ie. camping trip), they can take a branded power bank and still charge up their phone or other batteries while sporting your awesome gear!

PPE



If your customers are going to be sporting a face mask while in public, they might as well be wearing one with your logo on it right? But not only are the masks a great idea, but you can do mask strap wristbands as well. They help ease up on the ear strain from your mask, and double as a logo's wristband when not holding a face mask!

SWEATSHIRTS



No matter the season, sweatshirts are always a big seller. People like to be comfortable, and there's nothing that fits the bill more perfectly. It seems like sweatshirts are one of the most favored items when it comes to company promotion, and the longevity is high as well. People buy branded sweatshirts for a variety of reasons, but a few we've noticed are

- Sentimental - when they wear your brand, they remember a certain moment that relates to your company.
- Community - sharing your company in an outward way can help others know more about that person. It can create conversation starters, and help like minded individuals recognize one another in a crowd.
- Gender Neutral - Sweatshirts are something that men, women and children all wear. Get one for the whole family!

CHAPSTICK



If you are a chapstick user, then chances are you have one by the bed • by the couch • in the car • in your pocket • and probably more. So getting a necessity like chapstick with your logo on it out there for your consumers is just a no-brainer!

The background of the image shows a person's hands typing on a laptop keyboard. The scene is softly lit, with a warm, orange-toned overlay covering the entire image. The text is centered and reads:

THE LITTLE KNOWN SECRETS TO PROMOTE YOUR SWAG

*Now that we've talked about the top products to
customize for your company, how are you going to go
about selling them to your consumers?*

Here are 11 unique ways to promote your swag.

1

CREATE A SOCIAL MEDIA PRESENCE

Being online on many different platforms gives you a chance to connect with consumers in multiple demographics. You can reach different age brackets based on the social platform you are using, so make sure you are using them all! 42% of the world's population uses social media, but you need to know which platforms will work best for your brand.



Facebook has around 2.7 billion users, with the most being between the ages of 18-29 years old. This breakdown can help you know if your target age range is frequently using Facebook.

- 86% of people ages 18-29 use Facebook
- 77% of people ages 30-49 use Facebook
- 51% of people ages 50-65 use Facebook

54% of the total users are Female and on average, spend 35 minutes a day on the platform



Instagram has 500 million active users on the platform every day.

67% of people between the ages of 18-29 use Instagram and 47% of people ages 30-49 say that they use Instagram regularly.



Pinterest is a very visual platform with content that has a longer "shelf life" meaning that once a pin has been created, it will likely be seen longer down the road than a platform like Facebook and Instagram.

Some interesting data about Pinterest users is that 90% of weekly pinners used Pinterest to make purchase decisions. Also, Pinterest drives 33% more referral traffic to shopping sites than Facebook.



Twitter is a very quick moving platform but is a great way to personally communicate with your customers. Twitter has 330 million monthly active users and 77% of Twitter users have a better impression of a brand when they respond to a tweet. A huge takeaway from that data is that if you have a presence on Twitter, make sure you are responding to those consumers in a timely manner.



LinkedIn is a platform that reaches a slightly older demographic with 60% of people ages 25-34 using it. It is also the only platform that has a larger % of men using it than women with 43% of LinkedIn users being female and 57% of LinkedIn users being male. LinkedIn also tends to be a more professional space.



Youtube opens up so many options for a brand with 2 billion monthly active users and a wide range in videos uploaded. These videos can be for learning purposes, humor, connecting and improving a tribe, and personal updates. Youtube also has a very high usage percentage in all age categories.

81% of people ages 15-25 use YouTube
71% of people ages 26-35 use YouTube
67% of people ages 36-45 use YouTube

66% of people ages 46-55 use YouTube
58% of people that are 56+ years old use YouTube



Snapchat will reach that younger demographic which could be because of the fact that it is a mobile only platform. All others can be accessed from a laptop, desktop or mobile device whereas Snapchat is an app only. This is also a very quick moving application, so the "life" of a post is not as long as on other social media options.

2

CREATE REAL RELATIONSHIPS

Now that you have chosen the social media platforms that you want to be on, you have to make a commitment to actually be present. If you are not interacting with your followers, creating new content, and commenting on others posts then that social platform will not work for you.

Social media cannot be a

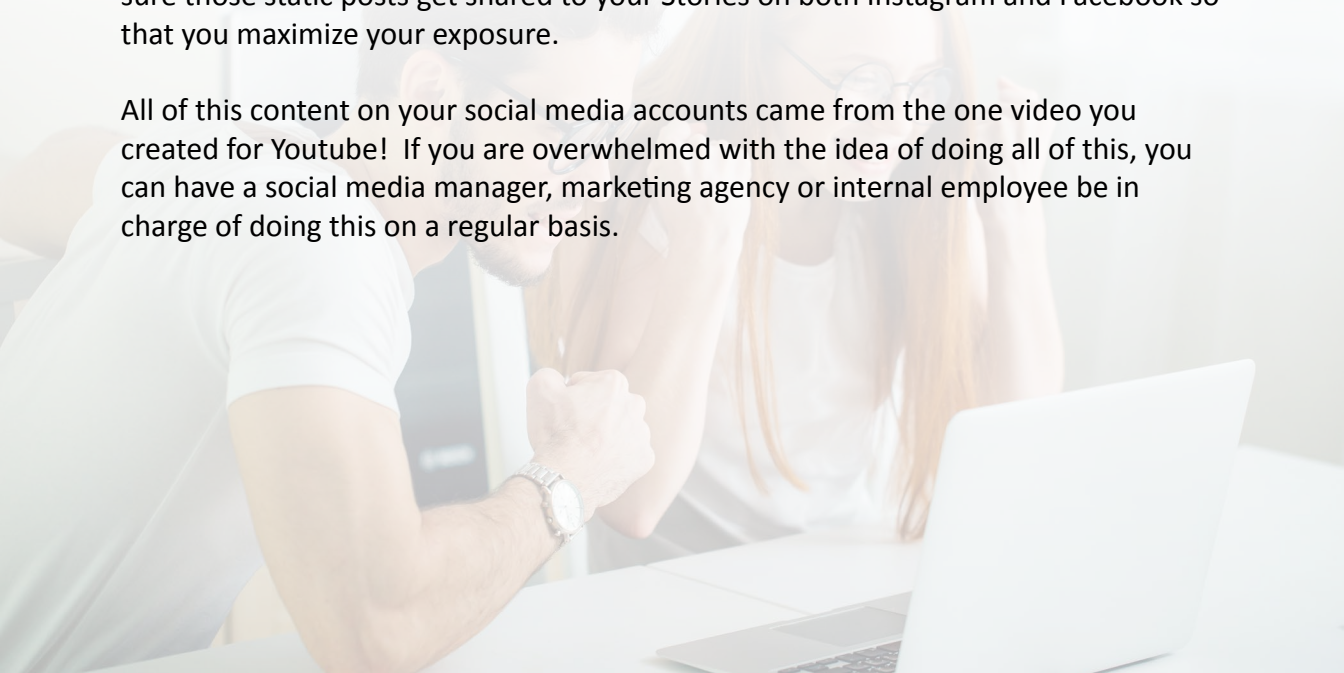
post-and-leave-it

avenue for your business. You need to use your accounts to create real relationships with your consumers online, which can do wonders for your business.

Make sure you are posting frequently. If you are not getting content out in front of your followers on a regular basis then it will not be worth having an account. But one of the benefits to using multiple social platforms is that you can create the content once and share or post it to other places.

Here's an example: You created a detailed video showing off the new logo'd sweatshirt you listed on your website. In this video you talked about the benefits of the fabric, the coloring used and size of your logo, and the size chart associated with that specific sweatshirt. Now that the video is posted on Youtube, create a sharable link and post that on LinkedIn, Facebook and Pin it to Pinterest. After that, you can create a shorter clip highlighting each individual aspect (one clip for just the new sweatshirt, one for the fabric highlight, one for the color/logo, and one for the size chart) and post those individual clips to Instagram and SnapChat. Then always make sure those static posts get shared to your Stories on both Instagram and Facebook so that you maximize your exposure.

All of this content on your social media accounts came from the one video you created for Youtube! If you are overwhelmed with the idea of doing all of this, you can have a social media manager, marketing agency or internal employee be in charge of doing this on a regular basis.



3

CREATE DETAIL VIDEOS

Videos can convey details and information in a much better way than a still photo or a quick caption can. Create a high quality introduction video when you have a new product that you want to feature. In this video you can talk about all the details that would not be highlighted in a photo.



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Example:

You just listed a new snapback baseball hat featuring your rebranded company logo. You could post a photo of the hat with the description that says

"It's a heavy washed item made of cotton twill material and mesh back panels with an unstructured jockey shape design, two contrasting heavy sewn eyelets, six rows of heavy contrasting visor stitching, a heavy stitched crown and a comfortable and adjustable hook and loop back strap."

Or, you could create a quick 30 second video with someone wearing the new hat, rotating 360 degrees to show the fit and look of the hat. Then take the hat off, and talk about the stitching, the contrasting color, and the hook and loop back strap all while doing up close captures and demonstrations using the exact hat featured.

This type of video will capture the attention of your consumers, by giving a more life-like demonstration to them. This gives them the illusion of being "hands on" with the product even though it is still online.

Now video production is not in everyone's skill set, but having a production company produce the videos for you is always a great option.



4

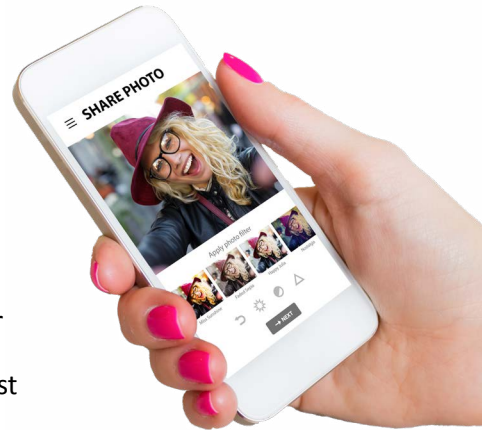
WORK WITH ONLINE INFLUENCERS AND HAVE BRAND AMBASSADORS

INFLUENCERS

Let's be honest, influencers are called that for a reason; they influence. Most of these online personalities have created their own tribe that trusts what they say and the products they promote. Find a few great influencers who will share your gear and/or wear it to help create a buzz around that product. Sharing an exclusive promo code, with expiration date, with just their followers can increase the urgency to purchase.

Online influencers are often paid for their posts, also given products in order to promote it. Make sure that their fees and conditions align with your marketing budget and get a contract in place to ensure both you and the influencer fully understand what is expected on both ends.

After you work with multiple influencers you will be better able to understand who is more beneficial to you. Keep track of the ROI for each one, and then continue to have campaigns or regular agreements with those influencers who are the best fit for your company.



BRAND AMBASSADORS

Having brand ambassadors for your company is an inexpensive and easy way to get advertising out with a more personal and human touch. They offer honest and fair reviews of the product to their followers online which helps with brand awareness. You can then use the images/videos they created for your own social channels or in testimonials on your site, thus getting free image/video creation

tip: *make sure the brand ambassadors know that you will be re-using their images/videos for advertising purposes. Also only share and promote quality images that correspond with your own branding*

Ambassadors are used to turn their current followers into your future customers. You have the opportunity to reach new people on a regular basis, that you would not have otherwise. Brand Ambassadors are most often not paid but instead receive product and other perks for free.

A few ways you can “treat” your brand ambassadors

- When they become a brand ambassador, introduce them to your followers/tribe making sure to tag their social accounts
- Re-share their content and tag them
- Promote their social accounts on a regular basis
- Send them free product
- Create swag items exclusively for the brand ambassadors
- Treat them like they are your most important customer (because they are!)

5

SEARCH ENGINE OPTIMIZATION (SEO)

If you make sure to optimize your website with SEO you are more likely to be found by those searching the web looking for products like yours. Using SEO is like a silent way of advertising your business. Instead of your website popping up in the ad section online, it appears as a top suggestion when someone searches for a topic related to you.

If you are not currently utilizing SEO for your website, make sure that you get it done for all past content on your website, and all future updates to your site utilize it as well. If you don't even know where to start with SEO, find someone to do it for you. You won't regret it.



6

PAID ADS

Using paid ads is a great way to target your audience and make sure your ads are getting in front of the correct demographic. While you are working on getting your website's SEO where you want it (which is on the first page!) you can use paid ads to get your company seen for certain keywords.

DID YOU KNOW?

there's multiple platforms
you can place paid ads?

SOCIAL MEDIA

Facebook • Instagram • Pinterest • LinkedIn • Snapchat • Twitter

SEARCH ENGINES

Google • Yahoo • Bing • Etc

BLOGS

AMAZON ADS

This just lists a few. There's so many more avenues for advertising your business. If you don't know where to start, hire a marketing company to get you started.

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7

EMAIL MARKETING

Collecting customers' emails is an important step in the checkout process. But you can also gain their email address in other ways. Offer free information to them if they sign up for your email list, collect email addresses for giveaway entries, and do social media posts encouraging your followers to sign up for your email list to receive exclusive information, discounts and be the first to know about new products.



Once you have collected the email addresses, put them to use. Do not just let that list sit in a spreadsheet or some form collecting virtual dust, send out those emails!

A few email marketing tips:

- Send out your emails on a regular scheduled basis. If you are first starting out it may take a little trial and error to find out what days/times work best for your customers, but once you have the perfect time pinned down, send those emails regularly.

If that time is Tuesdays at 7am ET, then send them every week on Tuesday at 7am. Your customers will start to expect them, and get excited for the information included.

- Make your emails interesting. If all that is in the email is a sales pitch, your customers are more likely to unsubscribe or just ignore it all together. Catch their attention with a great subject line, then keep it with some creative content.
- Don't think about "how will I sell this product" but instead "what will get the customer wanting to buy the product"
- Keep the email short. Nobody has time for a novel each week!
- Personalize the email with their name.

8

ATTEND FESTIVALS/EVENTS GEARED TOWARDS YOUR GENRE

When you attend events that cater to your same target audience, you can create more brand awareness as well as sell your products. The events can open you up to a new audience and help you build a stronger community.

***Find events that share the same type
of clientele you want to reach.***

ie. Just because you are a camping company doesn't mean you can't be at a city festival. Just make sure that those attending the festival are the same demographic (age, gender, income level) you are looking to attract.



9

HOST A GIVEAWAY



Hosting a giveaway gives you the opportunity to expand your tribe. This can be done as a solo venture or in collaborating with other businesses.

If you are doing a solo giveaway

the best thing to do is ask those entering to

- Follow your social accounts
- Visit your website and let you know their favorite product
- Share the giveaway with friends/family
- Tag others on your social channels
- Post a video or photo on social media of themselves sporting your brand

These are just a few examples of ways that you could grow your exposure and get more tribe members. Consumers are comfortable following brands and companies suggested to them by close friends. So when they see someone they know sharing about your company, they will already have that trust built.

If you are collaborating on a giveaway

you can reach a whole new group of followers and consumers. The trick is to find someone to collaborate with who's current followers align with your business's demographic.

BAD Example:

If you are a company that sells camouflage gear, you do not want to partner with another camo gear company for the giveaway. You would essentially be giving your followers (ie potential current/future customers) to your competitors

GOOD Example:

If you are a company that sells camouflage gear it would be beneficial for you to partner with a company that sells freeze dried or dehydrated meals. You both have customers that meet the same demographic, and can both benefit from sharing followers/future customers with one another.

10

TAKE GOOD PHOTOS OF YOUR PRODUCTS

This one might seem a little self explanatory but can be more beneficial to your company that you know. You are hurting your own sales if your photo is a little blurry, taken in dark lighting, or doesn't have multiple views. It is smart to think of what would catch your own eye when you are getting ready to list a product. Thinking about the product photos both for the website and social media accounts, and take photos for both. A simple product photo for your listing is not the best option for your social media accounts. And a product that is in use is not always the best option for your listing.

Here's an example: If you are listing a new screen printed t-shirt and are getting ready to take the photos, get ready for flat lays, and lifestyle photos. The flat lay photos will help feature the actual design and screen printing of the shirt, and the lifestyle photos will show how the shirt fits on an actual person.

If I were taking photos of the shirt for my brand, I would take a picture of:

- The front of the shirt on a blank background
- The back of the shirt on a blank background
- The shirt on somebody showing the front of the shirt with a blank background
- The shirt on somebody showing the back of the shirt with a blank background
- A person wearing the shirt in normal everyday life
 - Walking in the hall at work
 - Sitting at a desk
 - Sitting in a group of people
 - Throwing a football
 - Sitting down for dinner
 - Getting into a car
 - etc.

Just like with video, not everyone can produce professional quality photographs. If you need to hire someone to take your product photos, do it





Having positive and frequent reviews left by your customers can create a great social proof for your products. Reminding your customers after purchase, by email, to leave a review for both the product and business can help others when making a decision to buy. Social proof can also be achieved by sharing the photos and videos that others post online showing themselves using or wearing your gear. Customers like to see a real person using the product before making their purchase.

If you do not have follow up emails going out to your customers, get that set up now. Asking for reviews should be done soon after purchase. After getting the review, make sure you share it on social media, your website and any other online presence you have.

WHAT ARE YOUR NEXT STEPS?

Now that you've gotten some great ideas on which branded items your customers will love and how to market and promote those branded items to you customers, here are the next steps to take...

Step 1: Pick out two to three items that you think your customers will love wearing and using to show their pride in your brand.

Step 2: Share those ideas with a few of your customers to get their feedback and thoughts on them.

Step 3: Schedule a phone call with Nate Archibald, founder of Swag Factory, to put a plan together to design and manufacture your branded items.

**CLICK HERE TO SCHEDULE
A CALL TODAY.**

Nate Archibald
P: 208-970-1009
E: nate@swagfactory.com
W: www.swagfactory.com

Step 4: Finally, once you have your branded swag items you start your promotional efforts to your customers using the secrets we've identified in this special guide.

With our help, who knows, maybe you will start seeing your company's logo tattooed on your customers arms sooner than you think!

