



# Online Store Use Cases

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How to create an online store for  
every type of customer and program



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Online stores offer a convenient way for your customers to order branded products at any time, from anywhere. They're also a great way to open up new sales opportunities and expand into new markets.

In this eBook, you'll learn about popular use cases for online stores, including:

- Ideas for how to apply each use case to different industries
- Demo stores to help you pitch stores to your customers
- Market trends and success stories
- Key considerations as you create your own stores





# Company Swag

Company swag stores provide employees with branded merchandise, so they can rep the organization they're proud to be a part of. A company swag store personalizes the experience, empowering employees to select exactly what they want from company-branded apparel and accessories.

Swag stores are a great way to cultivate loyalty and create a sense of connectedness among employees, getting them excited to rep their company by stocking up on merch to wear inside and out of the office.

## EXAMPLE USE CASES

- A healthcare corporation wants to offer employees a chance to grab their favorite company-branded hoodie, t-shirt, or backpack.
- An insurance company wants to surprise new hires with branded merch to welcome them into their new role.
- Remote workers for a software company want to rep their company with cozy work-from-home basics like a crewneck or joggers.

## KEY CONSIDERATIONS

Supplement company apparel with branded accessories like drinkware or pet gear to appeal to more employees and increase the size of orders.

Consumers are often willing to pay higher prices for customized products. Add personalization options as an upcharge to give consumers a way to customize their order and increase order value.

Refresh product selection 4 - 6 times per year to give employees a reason to revisit the store and make additional purchases.

Read about how this [promotional product distributor used a company store](#) to support their customer's rebranding initiative.



# Corporate Gifts

Online stores are a convenient way for companies to provide their customers, partners, and prospects with a branded gift anytime the opportunity arises. Corporate gifts provide numerous relationship-based benefits. Gifts give organizations another reason to engage with customers and partners, which helps build relationships and makes the recipient feel appreciated.

The good news? Research by the Incentive Federation shows branded merchandise is the most common type of client gift, with **75% of companies gifting logoed products.**<sup>1</sup> This creates additional sales opportunities for your business.

## EXAMPLE USE CASES

- A financial firm wants to offer a top prospect an array of gifts to select from as a thank you for attending their sales pitch.
- A real estate agency wants an online gift store their real estate agents can share with clients after they successfully buy/sell their home.

## KEY CONSIDERATIONS

Gifting opportunities exist all year, not just during the holidays. Suggest a year-round store so your customer is ready to extend a gift for any occasion throughout the year.

Product quality and delivery timelines are especially important for gifts. Work with your customer to select high quality products that can be delivered to the recipient in a timely manner.

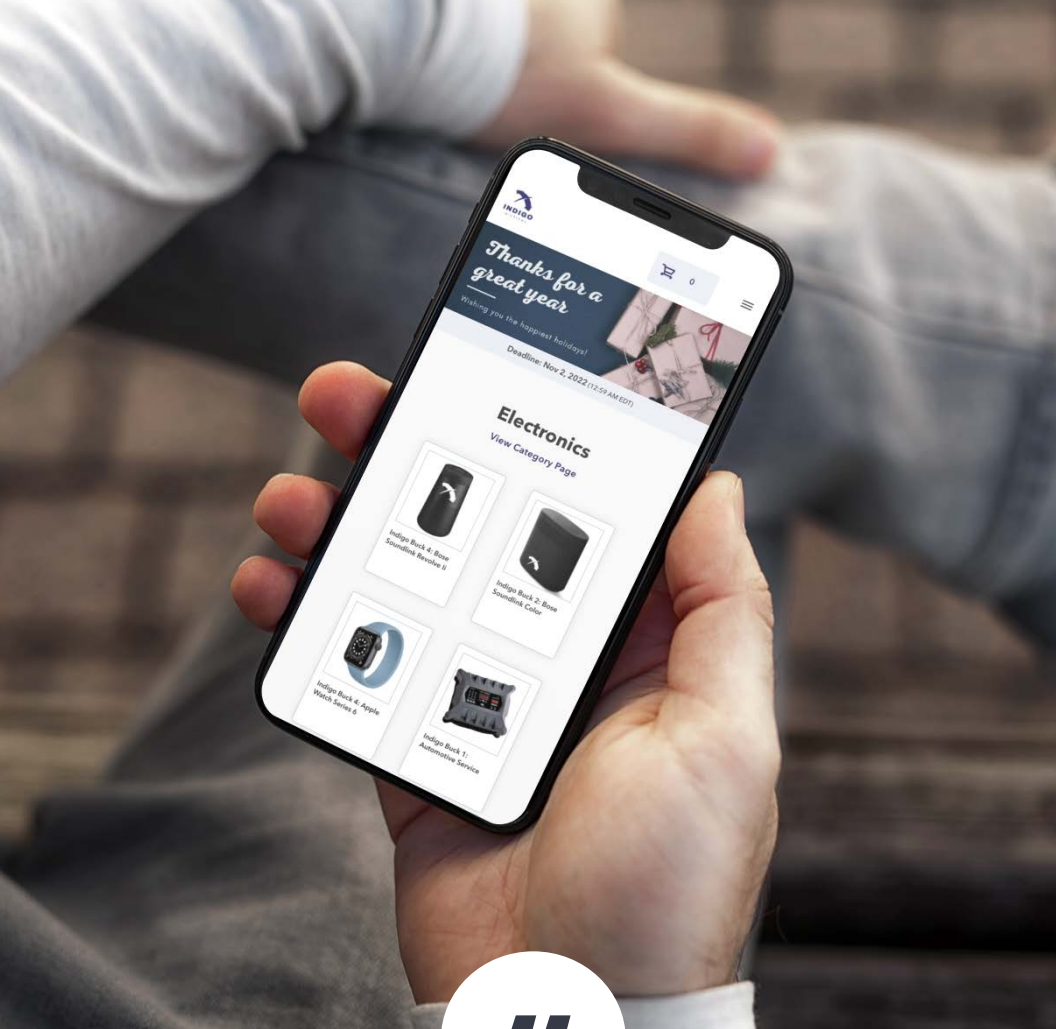
Hide prices on the storefront to keep recipients focused on the quality of the products instead of the price.

Limit storefront access by requiring visitors to enter a password before they can view the store.

**\$27M** Amount U.S. companies spend on corporate gifts for customers & prospects <sup>1</sup>

<sup>1</sup> 2022 Incentive Marketplace Estimate Research Study, Incentive Federation (IFI)





“OMG was exactly what our screenprinting shop needed. Super user-friendly and quick set up for online stores. Anything from events, schools, fundraisers - the list goes on. OMG is an excellent tool that helps our business thrive!”

Sayler Screenprinting



## Holidays & Events

Online stores can be used to sell products for a specific event, holiday, or season. Companies can show their gratitude to employees with a premium gift at the end of the year, or simply generate excitement leading up to a big event by offering branded merchandise and apparel. Online stores help employers reduce spend on unwanted gifts, allowing recipients to select exactly what they want - their style, their color, their preference.

### EXAMPLE USE CASES

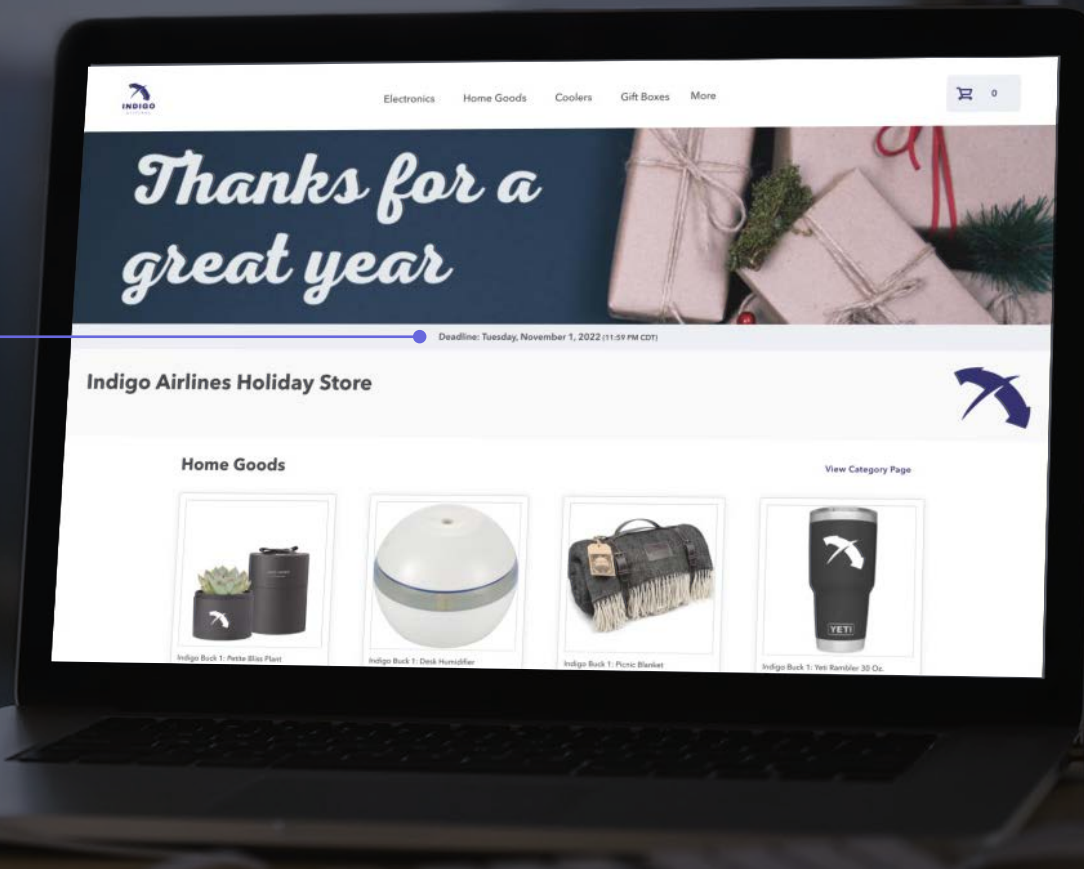
- An airline wants to reward employees with a year-end holiday store filled with high-end products as a token of appreciation for a successful year.
- A non-profit group hosting a marathon wants an online store for runners to pre-purchase race day gear like water bottles, cooling towels, running backpacks, and other commemorative merchandise.
- A technology company wants to sell merch for their annual user conference to attendees before the event.

Get started early to ensure orders can be fulfilled in time for the event or holiday, and to avoid potential inventory challenges or shipping delays.

Clearly communicate order deadlines in marketing communication and on the storefront.

Be creative, yet selective with the product selection. Consider non-apparel products like gift baskets, blankets, and other high-quality items recipients can use in their daily lives.

Ask your customer for their all-in budget per person, including shipping. This will help you select products that fit within their budget and avoid difficult conversations.





# Employee Uniforms & Supplies

Employee stores offer a simple and efficient way for organizations to provide uniforms, apparel, and work-related supplies to employees. This type of online store gives your customers a centralized place for their employees to order pre-approved apparel and work-related supplies, which helps ensure everyone is on brand and has the tools they need to be successful.

## EXAMPLE USE CASES

- A hospital needs an easy way to collect orders from its staff across multiple departments or locations, including scrubs, medical supplies, and branded apparel.
- An automotive company wants a dedicated store for employees to purchase personalized workwear, business cards, and other promotional materials.
- An employee store for construction workers to order uniforms and safety gear such as outerwear, protective eyewear, gloves, and safety vests.

## KEY CONSIDERATIONS

Some industries like construction and healthcare may be subject to legislation or other requirements that can limit the types of products or brands they can purchase. Be sure to discuss this upfront to avoid potential issues.

Set minimum order quantities and provide volume-based pricing to meet supplier minimums, keep orders profitable, and incentivize larger orders.

Determine whether the company or the employees will be paying for orders and set up payment methods accordingly. Payment methods can be set at the store or product level.

Browse this [employee uniform and supply demo store](#) to see how to set this type of store up for a customer.





# Employee Recognition & Incentives

Employee recognition and incentive stores help companies provide their employees with gifts. Online stores are a great way for companies to motivate employees, stay connected with staff, and retain top talent. In fact, a study by Coresight Research found that employee recognition and appreciation is the #1 occasion for companies to provide gifts.<sup>2</sup>

And when it comes to gifts, giving people the gift of choice is a win for everyone involved. Companies can eliminate waste and maximize their budget. Employees can select an item they'll enjoy and use. You provide a positive experience that keeps customers coming back. Everybody wins.

# 70%

of U.S. companies have employee programs that offer non-cash incentives such as branded merchandise<sup>1</sup>

## EXAMPLE USE CASES

- A hospitality company wants to offer the employee of the month from each region a curated selection of products to choose from as a token of appreciation for their hard work.
- A financial firm needs an easy way to host an incentive program to reward their sales executives for reaching sales targets during the year.
- A government agency wants to take their employee milestone program online so employees can select and personalize a gift of their choice when they reach 3 years of service.

<sup>1</sup> 2022 Incentive Marketplace Estimate Research Study, Incentive Federation (IFI)

<sup>2</sup> Unwrapping the American Corporate Gift Giving Opportunity, Coresight Research

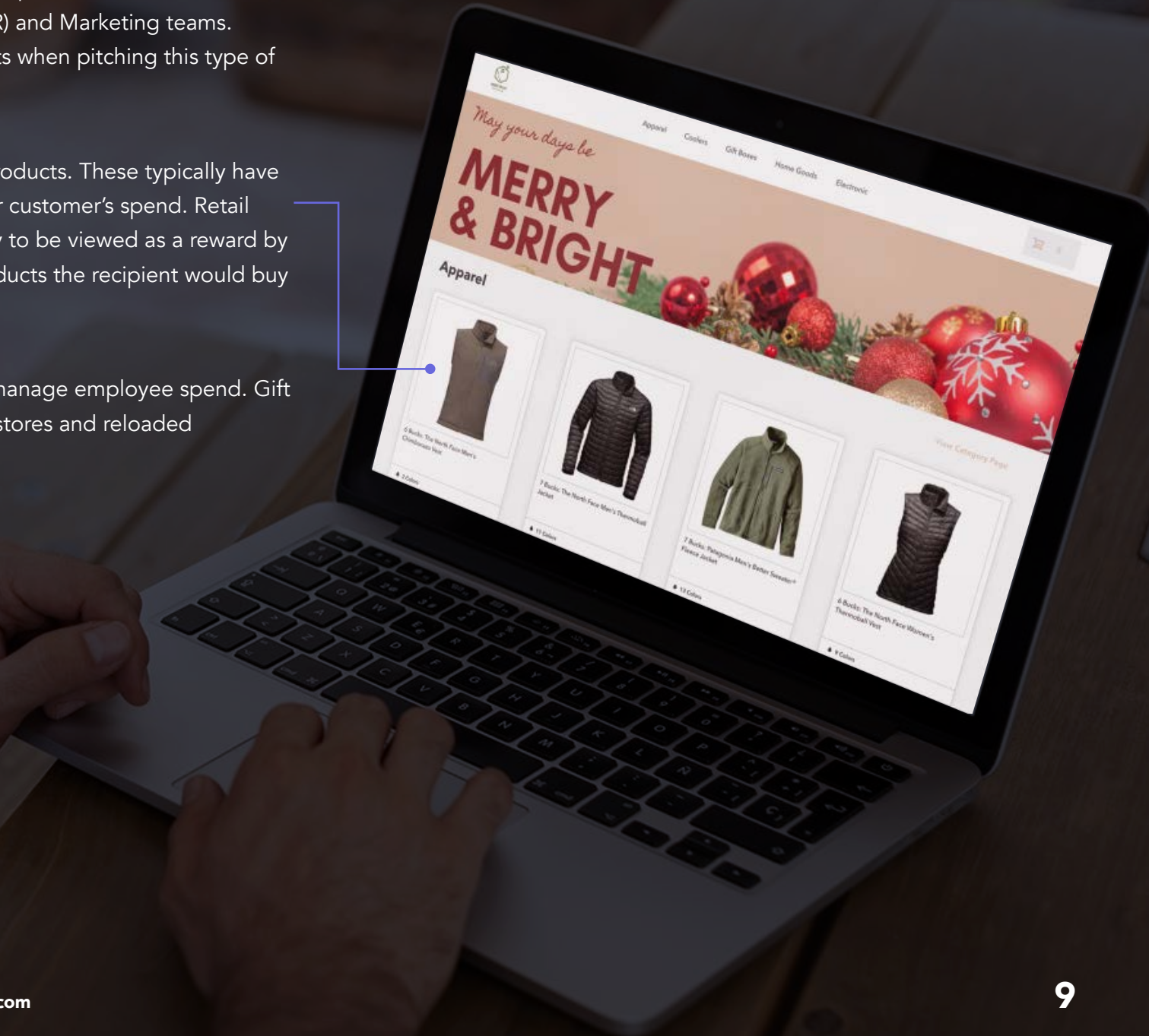
## KEY CONSIDERATIONS

## EMPLOYEE RECOGNITION & INCENTIVES

Employee recognition and incentive programs are often managed by Human Resources (HR) and Marketing teams. Target leaders in these departments when pitching this type of store to prospects.

Opt for high quality, retail brand products. These typically have higher price points, increasing your customer's spend. Retail brand products are also more likely to be viewed as a reward by the recipient because they are products the recipient would buy for themselves.

Offer gift cards as an easy way to manage employee spend. Gift cards can be used across multiple stores and reloaded as needed.





# Retail

Retail stores are a simple way for local businesses and organizations to sell retail products to an end-consumer or the general public for their own use. With online stores, organizations of all sizes can spread the word about their brand and open up an additional stream of revenue via selling branded products. That way, loyal customers and brand enthusiasts can rep the business they love—any time, anywhere.

## EXAMPLE USE CASES

- A local coffee shop wants an easy way for loyal customers to buy their favorite coffee mug, gift basket, and logoed apparel.
- A non-profit organization wants to sell t-shirts, stickers, backpacks, and other branded merch to their supporters.
- A popular restaurant wants to offer shirts, hats, and gift cards to patrons.

## KEY CONSIDERATIONS

Organize products into categories and subcategories to create a retail-like experience that mimics the experience consumers expect from retail websites like Macys.com.

Dedicate extra time and attention to the product description and include size charts to help consumers feel confident about their purchase.

Clearly define and display the return/exchange policy in multiple places throughout the store and during the checkout process to set expectations and minimize questions.

Share this [retail demo store](#) with your customer to show what this could look like for their business.



# Spirit Wear

Spirit wear stores are a great way to sell merchandise to fans and members of a group, like a school or team. Typically, the individuals placing orders include school faculty, students, parents, and family members.

However, spirit wear goes beyond sports teams. This type of online store can be stocked with products for extracurricular activities and student organizations like choir, band, and theater.

## EXAMPLE USE CASES

- A university swim team wants to sell spirit wear to fans and family members of the athletes throughout the season.
- A college wants a virtual campus store stocked with branded school supplies, apparel, and “class of” merch.
- A school district wants a centralized online store for all faculty, students, and parents to order seasonal apparel, game day accessories, and gifts.

## KEY CONSIDERATIONS

Some consumers are more price sensitive than others. Provide products at various price points so there’s something for every budget.

Consumers are often willing to pay higher prices for customized products. Add personalization options for an additional fee so consumers can customize products with the name or logo of a specific club, sport, or department.

Leverage coupon codes and shipping discounts to drive traffic and incentivize consumers to place orders. For example, create a single-use coupon code for \$10 off the first order placed on the store, or offer free shipping on all orders over a certain amount.



“I branched out and started my first spirit wear store for a local school fundraiser. In just three days, the school has already raised 80% of the funds they raised last year in six weeks! There’s so much buzz, I had two other local schools contact me for online stores as well.”

Screenprinting & Embroidery Shop





# Fundraising

Online fundraising stores are used to raise money for a group or an organization, giving supporters a chance to rally around a meaningful cause.

From local schools and community events to nationwide initiatives, online stores make it simple for your customers to promote a specific fundraising activity and raise money via branded merch and apparel.

Not convinced? Research by Blackbaud Institute shows that **12% of total fundraising efforts come from online sources, with 28% of those contributions being made from a mobile device.**<sup>3</sup> Fundraising stores help you reach consumers at the right place, at the right time while shopping online.

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<sup>3</sup> Blackbaud Institute Online Giving Trends

## EXAMPLE USE CASES

- A local animal shelter wants to raise money from the community to help purchase food, toys, and medical supplies for its animals.
- A high school wants to host a fundraiser to cover travel costs for a student organization to attend a state competition.
- A hospital wants to raise money for cancer research and awareness, health clinics, or humanitarian efforts.

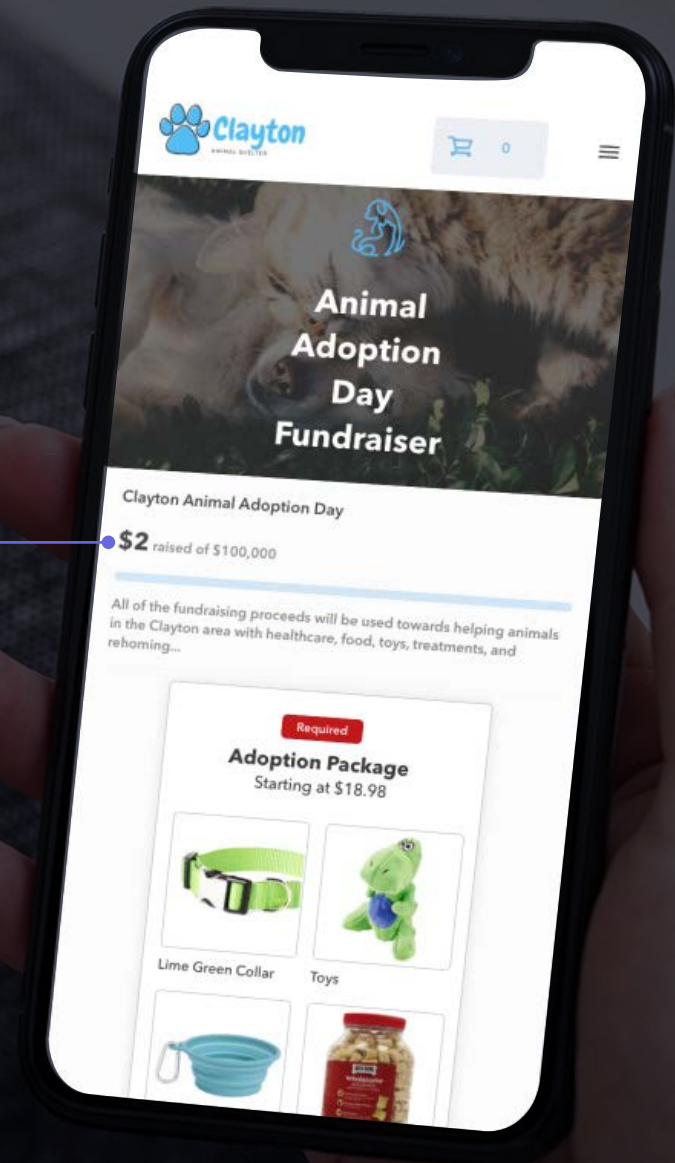


Agree how and when fundraising payouts will be sent to your customer before the store opens.

Work with your customer to set a fundraising goal, then use the goal to help set the price of products. Be sure to decide whether to display or hide fundraising additions to consumers on the storefront.

Create a "donation" product so consumers can donate to the cause without having to purchase a physical product.

See how one [promotional product and custom apparel company used a fundraising store](#) to raise more than \$300,000 for their community.





# Team Uniforms & Equipment

Online stores are a game-changer for providing sports teams with uniforms and equipment. Just like you, coaches and team leads are busier than ever. Taking group orders online eliminates the hassle of manually collecting and organizing order forms and payments. Coaches and players can spend more time focused on the game, and you can spend time on growing your business.

## EXAMPLE USE CASES

- A sports team needs an efficient way to collect each player's name, size, and number to order team uniforms.
- A school athletic department needs a way to order training equipment and supplies in bulk such as whistles, clipboards, cones, flags, water bottles, and practice jerseys.
- A travel/club soccer team wants an online store for athletes to order practice gear and training materials including workout guides and videos, as well as training gear.

## KEY CONSIDERATIONS

Request a calendar of events for all the sports and activities within a school (or create your own) so you can plan ahead.

Determine whether orders will be paid for by the team/school via purchase order, paid for by parents and athletes via credit card, or a combination of both. Payment methods can be set up at the store or product level.

Add sports-specific undecorated products to increase the size of orders, such as headbands and water bottles.

Use product bundles to make it simple for athletes to order required gear.

Take a look at this [team uniform and equipment demo store](#) for inspiration on how to create your own.

# Want to learn more about OMG?

REQUEST A DEMO

## **ABOUT OMG**

OrderMyGear (OMG) is the market-leading technology for promotional product distributors, apparel decorators, team dealers, and suppliers to sell branded merchandise across channels. For more than 20 years, OMG has been on a mission to help businesses sell branded merchandise to groups with flexible, secure, and easy-to-use tools. OMG powers sales for over 4,000 clients generating more than \$4 billion in online sales. Learn more at

[www.ordermygear.com](http://www.ordermygear.com).