Branded merch: *it works.* This is an old marketing strategy that has been going on for decades, and companies keep coming back to it for that very reason: it works. Studies show that branded merch does wonders for your company. Customers have a better image of your brand after owning branded merch, for example.

So today let’s focus on the four main reasons why branded merch works, therefore why it is important for your business.

## It works like Inception

Maybe your business has absolutely nothing to do with T-shirts, keychains, or hats. But one customer got his hands on your branded merch—quality products that they’ve owned for a while now and have become valuable objects for them.

They will then have a much better opinion of your company and your products than before, simply because of branded merch.

This is of course a delicate operation that must involve high-quality merch, like all merch we offer on our site. Bad quality merch, however, may just have the opposite effect. Remember that branded merch is an extension of your company, so you want to put forward the best possible quality possible. It also follows that the better your logo or design that you choose for your branded merch, the better the effect it will have on people.

## Makes you stand out

In a world like today where no matter how unique your company is, you will still have lots of competitors; you *have* to stand out or else you'll be lost in the crowd. One of the biggest factors in succeeding is whether you are able to make your company stand out from all the others like it.

Branded merch is the fastest way to achieve this. It allows you to introduce your company into the lives of customers that will happily endorse your company for free just by wearing your branded merchandise. An endorsement is worth its weight in gold nowadays; a customer wearing your branded merch outside is the equivalent of a thousand five-star reviews!

This is easier to achieve when your branded merch is something that can easily make its way into day-to-day life. T-shirts, socks, keychains, and so on—items that are part of the customer’s everyday life and that are branded with *your* logo.

## It’s cost effective

The more merch you order at one time, the cheaper it is. For a long-term strategy like this one, this is pretty much the perfect scenario: your aim should be to order as much as possible so you have enough to distribute over a long period of time. Doing so not only ensures that you have a steady output of branded merch which will boost your company’s image, but it will also keep costs down.

In this regard, branded merch turns out to be one of the most financially sound strategies. The more you have planned for it, the cheaper it will be in the end. That means, of course, that you will have to do some research beforehand to determine which products are a better choice for your company, as you will be acquiring a large quantity of them. But once that’s done, all you have to do for a few years is simply distribute the merch—and watch your numbers grow.

## It boosts company morale

In times like these, keeping employee morale up is absolutely key not only just to increase productivity, but to make sure that your company succeeds in the end. A happy employee will work better, smarter, and harder for your company than one that is discontent.

Branded merch is key to your company because of this. Polls show that employees who own several items of their company’s branded merchandise are happier with their job, and are more eager to go to work every day.

The best part is that this is an easy, cheap way to keep your employees happy. These would be items that you already order to give out to customers—and by ordering more in order to give to your employees, you simply make the order cheaper because you’re buying in bulk. In layman terms, it’s a win-win!

Those are the four most important reasons why branded merch is important for your business. In the future, we’ll also look at other aspects of branded merch, like what items are best depending on your specific business. Stay tuned for more content!