

Branded Merchandise: First Steps to Elevate & Monetize Your Brand

June 7, 2023

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The Firearm Industry
Trade Association



The NSSF® Range-Retailer Business Expo™

JULY 10-12, 2023

MILWAUKEE, WI

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EDUCATION



NETWORKING



BUYING
OPPORTUNITIES

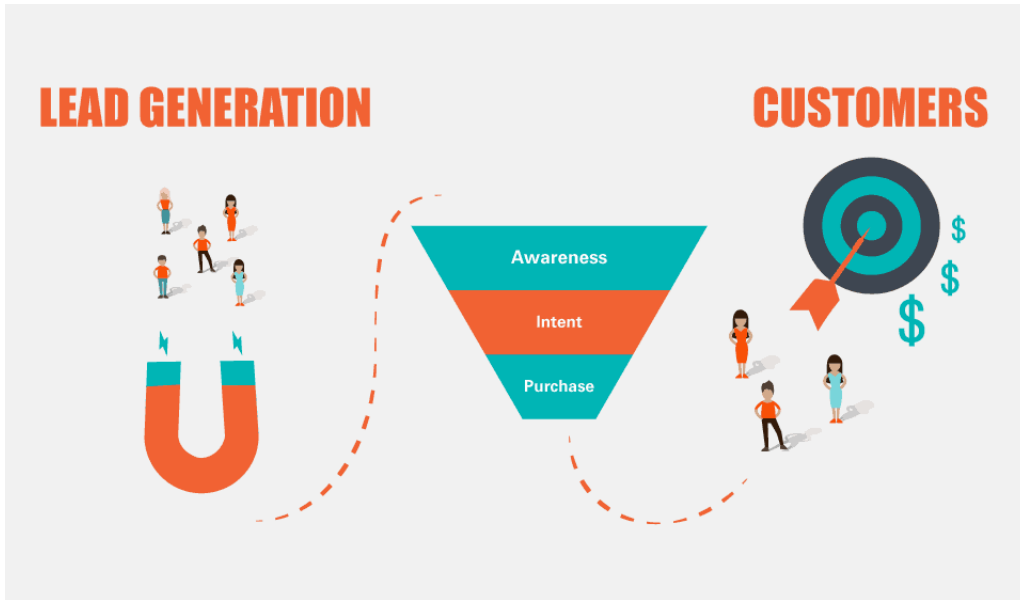
Register Today! Learn more at [NSSF.ORG/EXPO](https://nssf.org/expo)
If you have any questions, contact Zach Snow,
zsnow@nssf.org or 203-426-1320 ext. 224

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Agenda

- Why branded merchandise is key: LEAD GENERATION
- Where to start
 - In-Store Branding
 - Free Goods
 - Stickers
 - Pens
 - Patches
 - Notebooks
- In-house vs. Outsourced
 - The Process
 - Product Selection
 - Apparel, Drinkware, Range Gear
- Merchandising Merch
- Mannequins
- Staff
 - Uniforms
 - Buy in

Lead Generation



- Giving your brand a strong personality makes it memorable and relatable.
- Customers would continue to spread awareness after engaging with your brand if it left an impression.
- Use your branded apparel for giveaways
 - *Sign up for our newsletter and be entered to win a FREE T-Shirt or Branded Mug*
- Developing a brand image that people want to wear day-to-day.
- Build your membership base
 - Free Merch Voucher with purchase of a membership
 - Word-of-mouth technique will always be your best (and cheapest) form of marketing
 - Your members are your biggest representatives!





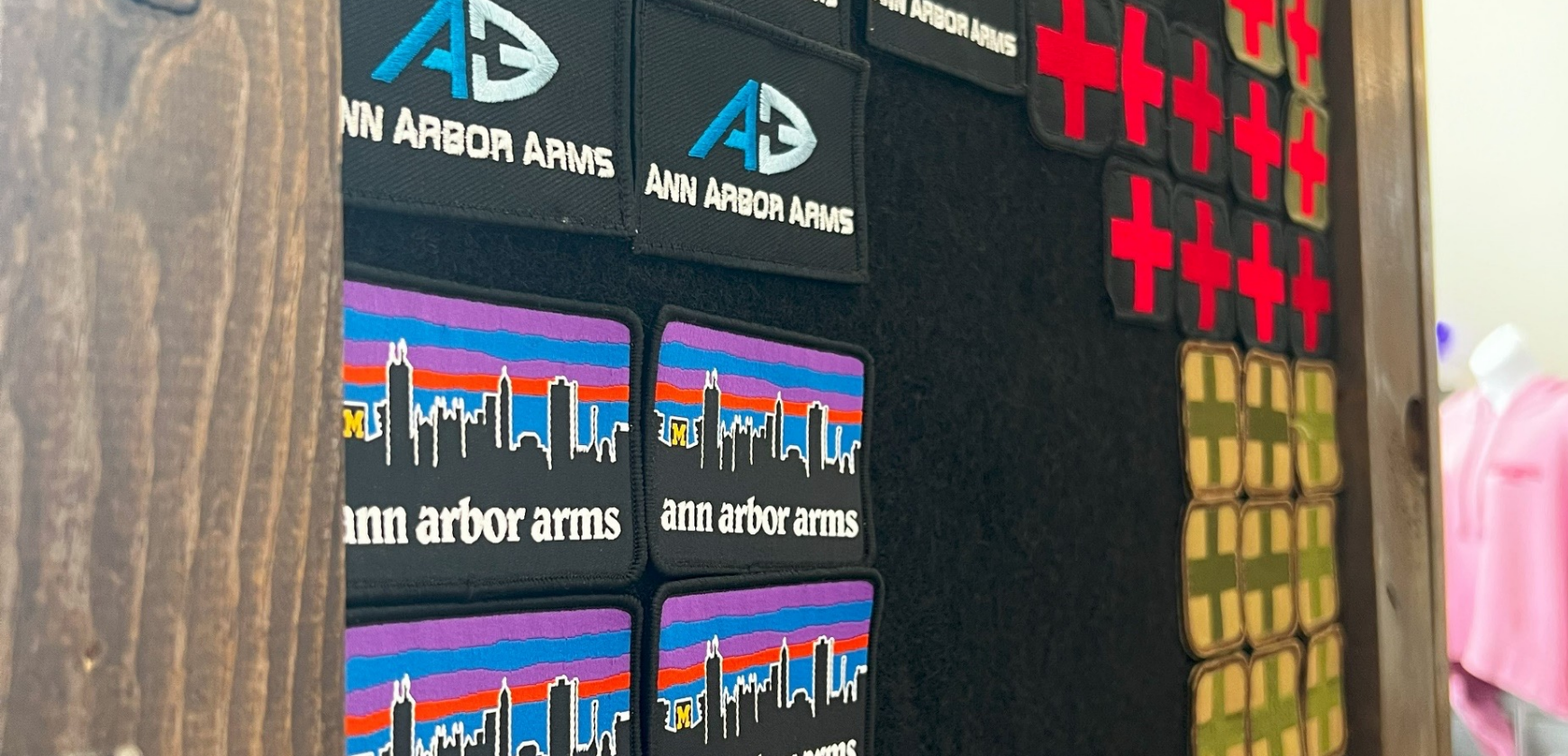
Branding Your Own Apparel

- What appeals to the customer while remaining true to your brand
- Current trends
- Make it relatable
- Seasonality
- Culture
- Choices for all generations
- Build a community around your organization's values
- Designing “non-controversial” apparel that can be worn in public spaces
- Use your “merch” hashtag on social media

Branding Your Own Apparel

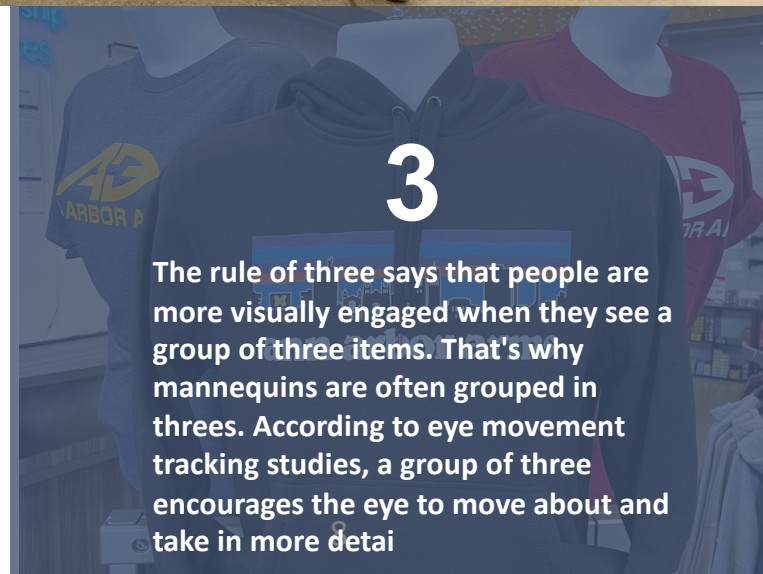
- In House vs. Outsourced
 - Margin vs Resources (hats, mugs, etc)
- Apparel Selection
- Design
- Shirt Selection
- Ordering the “prints”
- In House Team
- Size Runs







- Research indicates that apparel sales increase with the use of mannequins by anywhere from 10-35 percent



The rule of three says that people are more visually engaged when they see a group of three items. That's why mannequins are often grouped in threes. According to eye movement tracking studies, a group of three encourages the eye to move about and take in more detail

Mannequins



30%

"Sales of items worn by mannequins, which are now at 1,400 of Target's nearly 1,800 stores, have increased by 30%"

Brian Cornell, CEO of Target

Staff Buy In

- Uniforms/Non-Uniform
- Buy In
 - What they like will sell
 - Including something for all customers



Lead generation impulse buy=average ticket sale increase

2022 Transactions	44,944
Impulse Merch Buy Average	\$15
Additional Potential Revenue	\$674,160
Additional Potential Profit	\$337,080

Total Number of Customers who purchased A3 Merch/Range Gear	1,405		
Worn minimum 2x year=2 potential leads	2,810		
If leads were purchased	\$95,540		

Instead of spending almost \$100k on leads we did it by putting money to our bottom line through branded merch sales!

Industry	Cost per Lead on Average
Non-Profits	\$31
Retail	\$34
Telecom	\$45
Education	\$55
Marketing	\$99
Consumer Products	\$105
Travel & Tourism	\$106
Media & Publishing	\$108
Business Services	\$132
Manufacturing	\$136
Finance	\$160
Healthcare	\$162
Technology	\$208

See you SOON!

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