

How to Extend
**Your Personal
Brand with
Merchandise:**
A Guide for Influencers



With influencers being behind the screen most of the time, followers long for other avenues in which they can connect with their favorite online personalities. The solution? Branded merchandise. Merchandise provides a tangible opportunity for influencers to connect with their followers and vice versa. Plus, fans will commonly purchase and post their merchandise from renowned online figures on their own social media accounts, so your physical merchandise will also get digital exposure, increasing visibility and brand awareness.



WHY **MERCH?**

Influencers typically have loyal followers who are eager for merch so they can support the creator and identify themselves as a fan. This merchandise not only fosters a sense of community among like-minded enthusiasts but also bolsters a deeper connection between the influencer and their audience. Your followers long to be a part of a community, and they get to support their favorite creators at the same time. Furthermore, merch increases brand awareness. As your followers wear or use the merch, it will expose other audiences to your brand. Therefore, it acts as another form of advertising!

Why limit your monetization to just views and follows when you can add another revenue stream by creating branded merchandise? Tube Filter reports that creators with merchandise potentially make up to ten times the earnings compared to those using only conventional revenue streams.

CREATING YOUR **MERCH**



According to Influencer Marketing Hub, influencers need to produce merchandise that's both top-notch and captivating in order to retain followers beyond the brief 7-second focus window. Ensure your branded merch is unique and relevant to your audience, so your followers will want your merch. You can control your brand image with your merch. Make sure it represents your brand well and aligns with your brand's values. For instance, if you are a popular beauty influencer who is environmentally conscious (and your followers are too), you may want to consider releasing a line of eco-friendly makeup bags with your signature catchphrase embroidered on them. Make sure you choose high-quality makeup bags. Not only will your followers value the sustainable product, but they will also admire the high quality.



CHOOSING THE **ELEMENTS**

Select colors, patterns, and messages that encapsulate the essence of your personal brand and resonate with its core values. It's beneficial to lean towards universally appealing colors. Printify reveals that black leads the pack at 78%, followed by multicolor designs at 53%, pastels at 42%, and white at 25%. Further, Printify reports that 81% of merchandise prominently features a brand name or logo, while half showcase intriguing artwork. If you already have a logo for your brand, that is the easiest way to start – just use your logo on your merch items. Alternatively, if you have a signature catchphrase you use often and your audience responds well to it, why not use that on your merch?

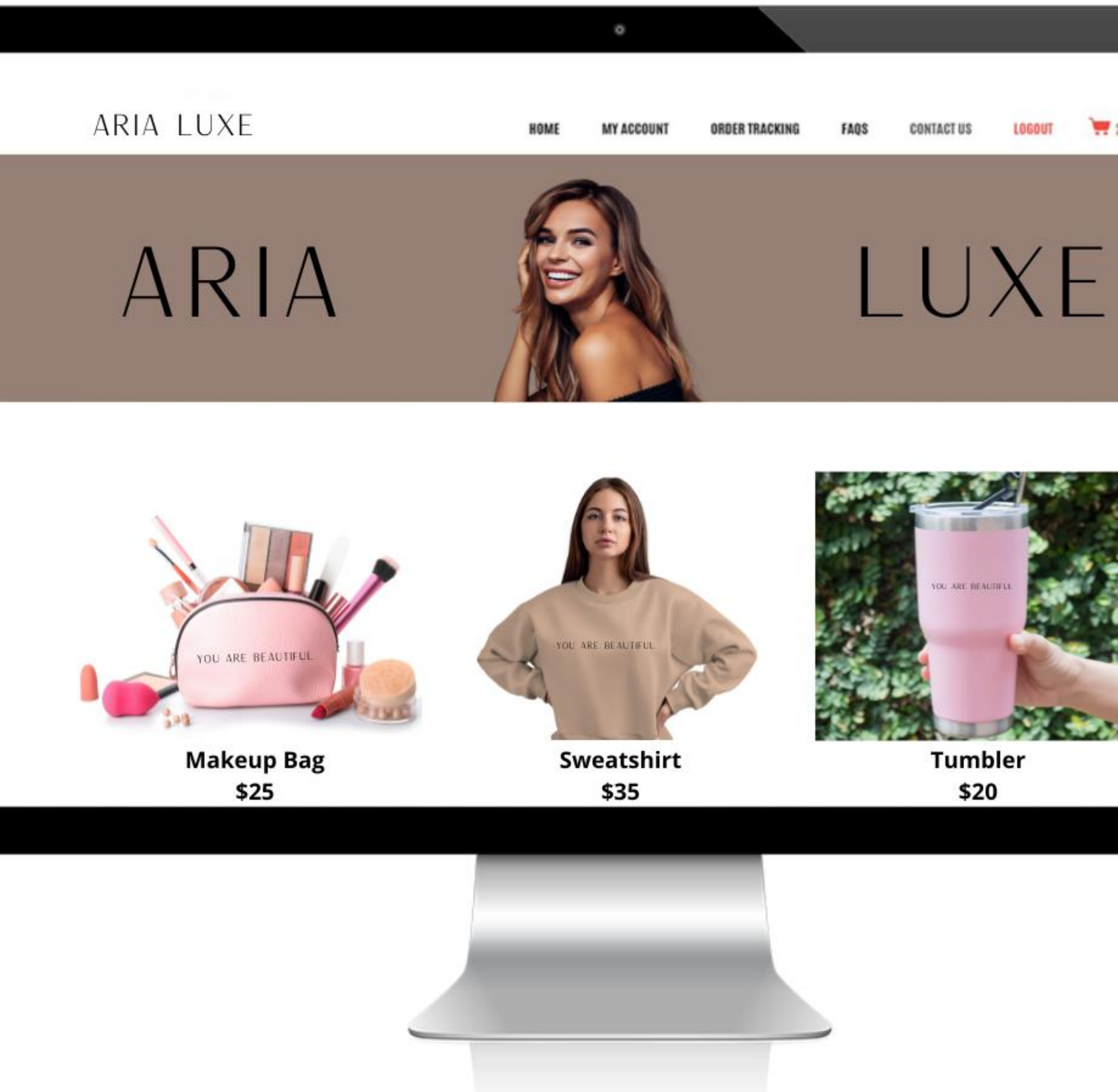


TYPE OF **MERCH**

Shift4Shop highlights that apparel and accessories dominate the branded merchandise scene. They report that an impressive 63% of consumers keep their shirts for approximately 14 months, racking up to a potential 3,400 views in that span. The merchandise spectrum also includes sought-after items like tech accessories, essentials for home and office, and cosmetics. Echoing this sentiment, Printify underscores that functional and adaptable products - think t-shirts, hoodies, hats, mugs, and the like - consistently top the charts as best-sellers in branded merchandise.

NOW, HOW DO YOU SELL THE **MERCH?**

Showcase your branded merchandise on your primary social platforms, where your dedicated followers engage. Sport your merch in photos and videos to give them a firsthand look. Spark enthusiasm around its debut by hosting a giveaway on your social platforms. Leveraging e-commerce stores can be a seamless avenue to sell your products. Notably, Zagwear not only produces branded merchandise but also equips you with e-commerce store functionalities! Reach out to get started on an exclusive product experience.



We are a creatively led, strategically driven merchandise and marketing execution agency that ignites business growth for the world's most ambitious companies and brands. With offices across North America, Europe, and Asia Pacific, we've built our agency to perform across a global landscape powered by innovation, technology, sustainability, and flawless execution.

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New York | Chicago | Washington, DC | Atlanta | Seattle

Europe:

London | Amsterdam

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