How does offering custom apparel help my other printing services?

Offering custom printed apparel gives you a new stream of revenue for your business, but it does more than just that. It also helps you profit more from your other printing services. Here are six ways custom apparel can give back to your other print products.

1. It brings in new clients for your business.

Once you start offering custom printed apparel, you will likely get new clients who come to your business solely for apparel.

Be sure to mention to them that you offer other print products too.

While these clients may not initially be interested in buying other print products from you, they may come back at a later date because you did a great job on their custom printed apparel.

Some clients who order custom apparel may be looking for other print products too.

Ordering everything from one business is more convenient for them, so they may end up getting the entire package from you.
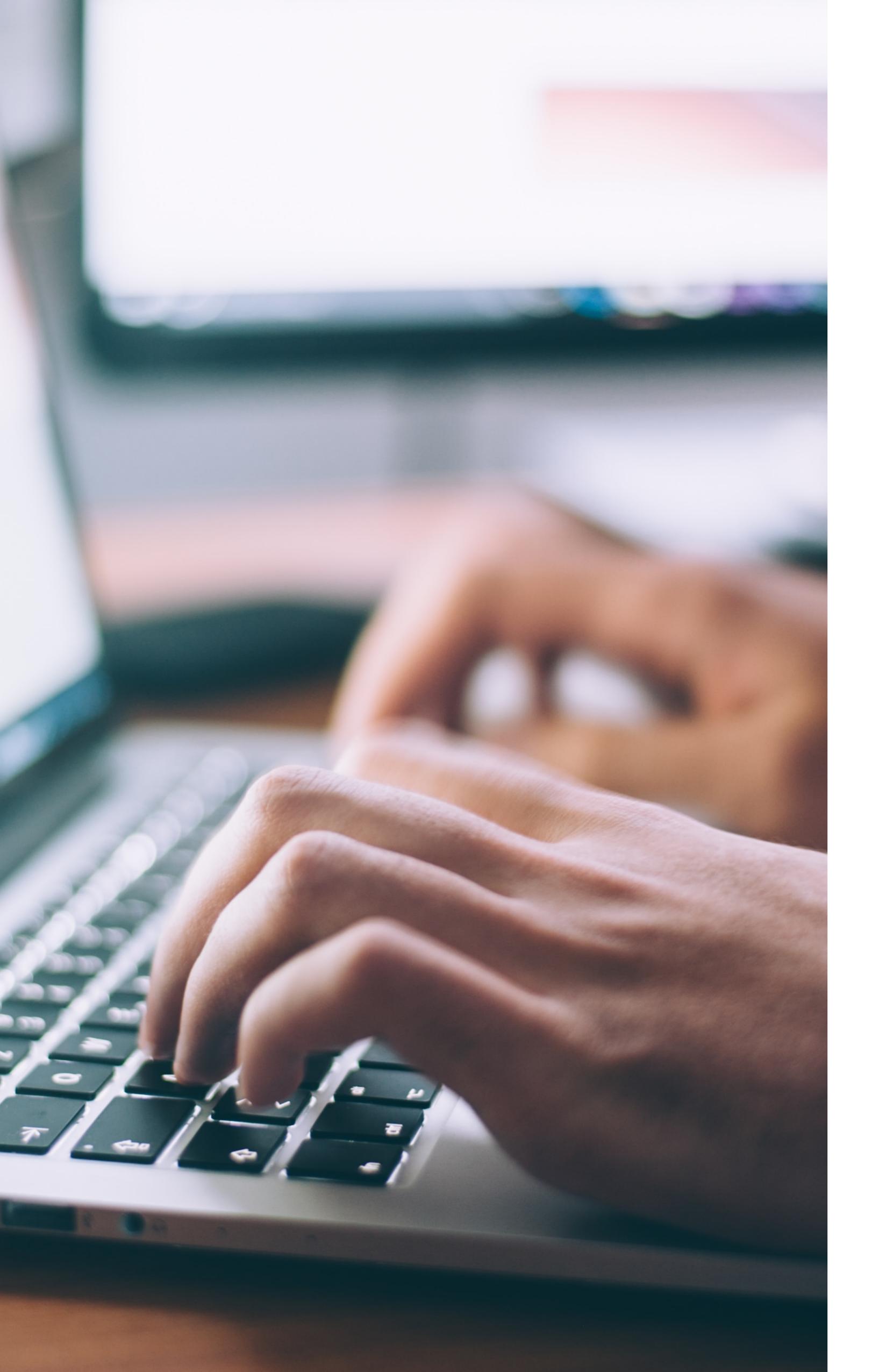
2. It keeps existing clients loyal.

If your competitors start offering custom printed apparel before you do, your clients will likely order their apparel from them, simply because they don't know where else they can order.

For convenience sake, they could end up ordering their other products from your competitors too.

If you start offering custom printed apparel, you decrease the chances of your clients getting wooed by your competitors.

Not only will they place custom apparel orders with you, but they will continue to place their other orders with you too.

3. It increases client engagement.

Clients like pleasant surprises, and introducing custom apparel is definitely a pleasant surprise!

It gives you and the client a new talking point and an opportunity for engagement.

Your clients will likely have questions they want to ask about the new product and you will want to get feedback from your client.

Your new apparel products will open doors of communication about not only custom apparel but your other products as well.

An engaged client is one that is more likely to place an order.

You will also get suggestions from your clients on how you can improve your business as a whole.

4. It increases your business's financial resources.

When your business brings in more revenue, it gives you more financial resources to work with.

You can use this to launch marketing campaigns that promote your other printing services or find new clients.

You can also use this to help you optimize your existing workflow, upgrade your equipment, or invest in time-saving software.

These improvements would have a positive impact on your entire business.

5. It contributes to the reputation of your business.

How do you want the public to see your business?

Adding new products and constantly improving shows the public that your business is innovative, hardworking, and dedicated to serving your customers better.

The opposite is a business that is stubborn, lazy, and unwilling to improve for its customers.

A business with a good reputation gets more referrals and good reviews. This results in more customers and more orders.

A good reputation helps your business sell all sorts of print products, not just custom apparel.

6. It provides insights and inspiration.

Sometimes your customers order the same things all the time because they honestly can't think of what else they can order.

Offering custom apparel exposes your clients to new possibilities and ideas. They may start ordering apparel, and then branch out to order other products as well.

They'll also know that you're the business to go to when they need inspiration or creativity.

Selling custom apparel can also help you obtain data that provides important insights about your customers' behaviours and preferences.

For example, if they always place apparel orders in the same month every year, it's likely that this is when they have a major event, or they are hiring new employees.

This data helps you market more effectively to them by recommending the right products at the right time.