

BEST PRACTICES

Online Company Store

Make the most of your online company store with these 6 keys!



1

PROVIDE TRUE-TO-BRAND EXPERIENCES

Create completely branded online experiences for each customer by personalizing the store with their logo and colors, a custom banner, and a custom domain.

2

OFFER PRODUCT VARIETY & ORGANIZATION

Fill the store with a variety of high-quality products that meet your customers' preferences and price points. Make products easy to discover and shop by organizing them into categories and subcategories.

3

PROVIDE PERSONALIZATION

Offer the ability for customers to further customize their branded products by providing personalization options - like name, department, and additional decoration - at an upcharge.

4

SECURE THE STOREFRONT

Control storefront access to ensure your customers' stores and products are kept safe and secure. Safeguard online stores with email authentication, password protection, and reliable technology partners.

5

INCENTIVIZE LARGER ORDERS

Encourage customers to purchase more products, while helping you meet product minimums and raise average order volume with tools like Minimum Quantities and Volume Pricing.

6

MARKET THE STORE

Continue to promote your store to drive awareness and sales, even after launch. Refresh your store with new or seasonal products to keep it top-of-mind and get customers excited about revisiting.