

YOUR GUIDE TO Online Stores

Online stores are a great way to open up new sales opportunities and expand into new markets. Here are a few popular use cases to spark ideas for your customers:



EMPLOYEE UNIFORMS & SUPPLIES

Company stores offer a simple and efficient way for organizations to provide uniforms, apparel, and supplies to employees without the hassle of manually collecting orders.

Use Case

A hospital needs an easy way to collect orders from its staff across multiple departments or locations, including scrubs, medical supplies, and branded apparel.



EMPLOYEE RECOGNITION & INCENTIVES

Employee recognition stores are a great way to motivate employees, stay connected with staff, and retain talent. Employee recognition was ranked the #1 most popular occasion to give corporate gifts in 2021.*

Use Case

A company wants to reward employees and new hires with branded products to select from as a token of their appreciation, which employees can access via gift cards and/or a purchase order.



COMPANY SWAG

Employees love repping an organization they're proud to be a part of. Company Stores give employees the chance to feel appreciated by being able to select from high-end, company-branded gear.

Use Case

A corporation wants to offer employees a chance to grab their favorite company-branded hoodie, t-shirt, backpack, and more.



TEAM UNIFORMS & EQUIPMENT

Online stores are a game-changer for providing sports teams with uniforms and equipment. Simplify the ordering experience by eliminating the hassle of manually collecting and organizing team orders.

Use Case

A university needs an efficient way to provide uniforms and equipment to its athletic department and players year-round.



RETAIL

Online stores allow businesses and organizations to sell their branded merchandise and apparel directly to the public, spreading their brand awareness and opening an additional source of revenue.

Use Case

A local coffee shop wants an easy way for customers to buy their favorite coffee mug, gift basket, or even a gift card to their go-to coffee spot.



FUNDRAISING

Fundraising stores give supporters a chance to rally around a meaningful cause and promote a specific fundraising activity. This can also help support local businesses and build lasting relationships in the community.

Use Case

A local animal shelter wants to raise money from the community to help purchase food, toys, and medical treatments for its animals.



HOLIDAYS & EVENTS

Company stores are a great way to celebrate with employees before an upcoming holiday or to promote a special company event. Holidays and events are among the top 3 most popular occasions to give corporate gifts!*

Use Case

An airline wants to reward its employees with high-end products to select from as a token of their appreciation for a successful year.



CORPORATE GIFTS

Company stores are a convenient way for companies to provide customers and prospects with popular branded gifts, without charging them at checkout. The most popular corporate gifts include physical/digital gift cards, gift baskets, and everyday branded products.*

Use Case

A company wants to offer a top prospect an array of gifts to select from as a thank you for attending their sales pitch.



SPIRIT WEAR

Spirit Wear stores are a great way to sell merchandise to fans and members of a group, like a school or team. This could include offering school spiritwear to faculty, students, and parents or college campus stores providing branded school merchandise.

Use Case

A university swim team wants to sell spirit wear to its fans and family members of the athletes so they can rep their school pride all season.

*Source: Coresight Research

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