

## what the heck is a social store?

Brandize stores add social context to your faith-based cause or ministry. Integrated directly into a Facebook Page or website, your fans can personalize products featuring your graphics or photos with their own name, a dedication and a signature. You can also turn off the personalization resulting in more traditional licensed products. Either way a Brandize store is a great way to raise money for your cause and leverage current supporters for increased visibility.

## what about the customer experience?

Our Technology is simple & seamless. No complicated virtual design tools, just a few clicks and done.

- 1) Pick a product category from the home page
- 2) Select your product type or model
- 3) Pick your favorite image from the library
- 4) Reposition images & other elements if desired
- 5) Preview & place your order!



Cari Plat's: *Connecting Communities* 



Striving to create stronger communities through our unique connection to Christ.

All proceeds help fund Cari's outreach programs

just a few examples of what you can create



Connecting Communities: pick a product category to begin



<http://bit.ly/Connecting-Communities>

## what makes Brandize different (aside from the social awesomeness)?

- ENDORSEMENT: Create a community of proud advocates that transcends Facebook Page likes
- PORTABILITY: Stores nest within the iframe of your current site & Facebook page for brand continuity
- MARKETING CONTROL: You control how and when you promote or market your store
- SPEED TO MARKET: Brandize can launch your store in about a day upon receipt of your digital files
- LOW MAINTENANCE: We handle all development, processing, manufacturing and billing
- TIMELY: Add new images or dedications any time to keep current with what's important to your cause
- RISK FREE: No inventory commitment, no complicated contracts, no minimums – ever!
- AVAILABILITY: Because there is no pre-decorated inventory, merchandise is never out of stock



Product options range from iPhone cases to T-shirts (boy do we have our sources!) and ship in one-piece increments within 1 business day.

## how does it all add up?

1. No upfront cost to develop, launch or manage your store
2. Royalty is paid quarterly on all products sold
3. Together, we create discounts & special offers to help drive sales
4. Flexible pricing to meet your marketing plans & revenue goals

## how do we get this thing going?

1. You provide artwork for the banner on the store's home page
2. You provide high resolution jpg images, dedications and/or a signature
3. You select a merchandise collection from our current product options
4. Deploy your store on your Facebook Page and/or website

[http://bit.ly/brandize\\_2014\\_catalog](http://bit.ly/brandize_2014_catalog)