



Make Your Mark

Build a brand experience that customers
will love with custom products!



WELCOME

Welcome

If you're reading this, congratulations on enrolling in StickerU!

We are here to help your business find the right tools to stand out from the crowd with custom products. Don't settle for half-baked branding, amaze your audience and get a leap on the competition with a complete brand transformation.

No matter the size of your business, you can achieve a beautiful new look on your budget. Custom products are an easy and affordable way to create a BIG impact.

With our product knowledge and some inspiring customer ideas, you'll learn how you can create a truly unforgettable brand experience.

So, let's get started. Class is now in session!

Choose Your Own Adventure

Where to start depends on what your business does, where you currently are and where you want to go. There is no one way to get there, but we can help you find the best tools for the job!

As you make plans to expand your brand, ask yourself the following questions:

- Where does your audience engage, in-person and online?
- How is your product delivered to and received by customers?
- Does your logo adapt across different media?
- Are there any other design elements, fonts, shapes, accents, colour, that you want to carry through?
- What brand values do you want to share?
- What actions do you want brand fans to take, beyond sales?
- What added touches will create a memorable, and shareable, customer experience?

And consider these retail & sales branding statistics:

- It takes 5 to 7 impressions for people to remember a brand
- 67% of consumers purchase based on materials used to package a product
- 81% of consumers say packaging influences their decision when buying gifts
- Colour improves brand recognition by up to 80%
- 89% of shoppers stay loyal to brands that share their values
- Presenting a brand consistently across all platforms can increase revenue by up to 23%

**SO, HOW CAN I
TRANSFORM MY LOGO
INTO A COMPLETE BRAND
EXPERIENCE?**

Custom products are an easy and affordable tool to build relationships with your customers throughout the buying process and beyond! From lead generation and brand awareness to customer content and testimonials, you will unlock new growth hacks and opportunities to help your business thrive.

LET US SHOW YOU HOW!

Branding 101

Give your brand some serious impact.

HOW DO THE BEST BRANDS STAND OUT ON THE SHELF?

BY MAKING A GREAT IMPRESSION EVERY TIME!

Leverage your logo to create a cohesive brand experience and continue the conversation, wherever your customers engage. Whether they are shopping the shelves or browsing online, interacting on social or out in the wild, these familiar brand touchpoints will help you build the relationships that turn shoppers into brand loyalists.

Here are a few ideas to inspire you to make the most of your logo!



Use branded stickers for shipping, events, giveaways and more and turn your customers into brand ambassadors.



Introduce branded merchandise to celebrate brand loyalists and generate new revenue.



Make custom magnets that will live in the most high traffic areas of the home or office.



Transform your vehicle into a lead generating machine, and then back again in a flash, with custom car magnets!



Extra Credit

Feeling like your logo could use a level up?

- Check out this article on [why your logo may be lacking](#).

Need some serious help?

- Learn how our [art and design services](#) can transform your brand.



Create killer product labels that will take your brand from standard to stand out!

Signage 101

To the window to the walls

Once you've mastered basic branding, it's time to start thinking about the in-person experience. Whether that is a retail, office, manufacturing or event space, think about how you can synchronize your brand and marketing messages to create a cohesive customer experience.

From your walls and floors to your windows and sidewalks, here are a few ways you can use signage to add new layers to your brand identity.



Spread the word about sales and promotions with custom decals that will always be in view!



Turn your empty wall into a vessel of brand awareness and social shares.



Create an interactive mural with decals to promote social shares.



Catch unsuspecting eyes and communicate special promotions with floor decals.



Use signage to extend your customer relationships.



Level up your storefront to win walk-up customers and showcase special promotions.



Connect with customers by highlighting important brand features and achievements.



Build a following you can market to by adding engaging messaging to every corner of your space.



Leverage street decals to generate customers without lifting a finger.

Wearables 101

Wear your heart on your sleeve

With your branding and signage sorted, it's time to personalize the people experience. Take your messaging beyond signage and packaging and create wearable products for employees or brand fans.

From temporary to permanent, large or small, learn how you can leverage wearables to build a better branded experience.



Transform your plain apparel into uniforms and merch with iron-ons.



Create brand patches that can be ironed or sewn onto uniforms, bags, gear and more!



Ditch the standard name tags and create custom badges for more luxury and durability.



Use temporary tattoos to make a permanent impression and turn your customers into your biggest fans.



Extra Credit

Learn how to make your temporary tattoos look real with these great tips!

[LEARN MORE](#)

Packaging 101

Package your products to surprise and delight

Once you've unlocked the power of people branding, it's time to talk packaging!

Now, more than ever, businesses need strong branding to carve out room in the retail space--whether online or in-person. Packaging can be your holy grail when it comes to driving up purchase intent and securing sales. So, ditch the boring basics and breathe life into your brand identity!

Whether you sell food and drink, clothing or body care, you can create a unique branded experience for your e-commerce or pick-up orders,

Product Packaging



Put sales in the bag with branded packaging pouches for all purposes.



Add branding elements to every layer of your product packaging.



Highlight important product qualities or features with accent stickers on product labels.

Takeout



Add branding to simple food packaging to make a big impact.



Give pick-up orders your seal of approval.



Make takeout an unforgettable experience.



Create simple branded shopping bags and let customers advertise your brand wherever they go next.

Shipping



Custom packing tape makes shipped packages look extra polished.



Add some flare and personality to your boxes, envelopes and bubble mailers.



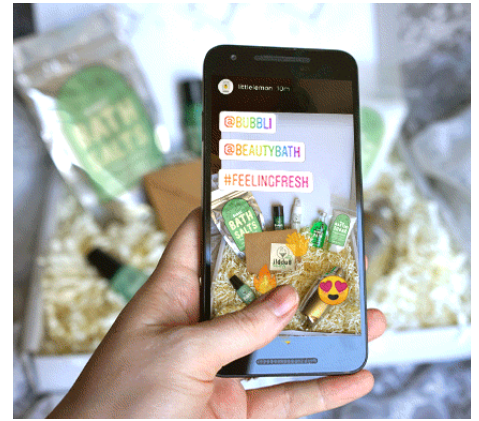
Generate excitement for unboxing by decorating customer packages.

Unboxing 101

Unbox your potential

As consumers increasingly shop for the products they love online, brands must create a memorable experience wherever their customers buy. In the absence of a physical space, how can you make a lasting connection with customers when they receive their products?

Create your own custom products to build an unboxing experience so satisfying that customers will be delighted to share and spread the word on social media!



Learn how you can build relationships and win customer loyalty by offering a premium unboxing experience.



Include a branded sticker with purchase to thank customers and build loyalty.



Turn customers into brand ambassadors by creating fabulous freebies that they will put on their most prized possessions.



Upgrade your packaging to create anticipation and excitement.



Secure social media follows, shares or testimonials with special messaging on your packaging.



Use giveaways to promote customer content generation and encourage brand engagement online



Extra Credit

Learn more about how to create a cohesive unboxing experience that is undeniably shareable.

[LEARN MORE](#)



Make Your Plans

Let's take what you've learned and make it happen

Now that you've seen some great branding ideas, how will you make them your own?

As you build your brand expansion plans, don't forget to check out more great resources on the [StickerYou blog](#). And our team is here to help you find the right products, finishes and fits with no minimums or limits to your creativity.

The Building Blocks

Our customers usually get started with these bestselling branding tools.



Stickers



Labels



Decals



Temp Tattoos



Iron Ons

Or see what we can really do and browse our full catalogue [here](#)!

Want the work done for you?

Work with a StickerYou Product Expert from start to finish

- Get a detailed quote straight to your inbox
- Leverage our [Art Services](#) team to create your custom design
- Unlock custom sizes and materials not available for ordering online

GET A QUOTE

Or contact us anytime at
support@stickeryou.com

-- The

