

Customer Loyalty And Massive Public Exposure From Printed Shirts

Quality printed shirts are one of the best ways to make your business explode with new clients by creating customer loyalty and massive public exposure. Doing the math can make your heart palpitate from excitement when you think about the massive advertising effects from printed shirts, hats and other specialty items.

Let us do a little math on what effect you can have by giving away "free" gifts to customers who come into your store or hire your service. At just 100 shirts distributed (given away) to customers you can create massive advertising views that make the local newspaper and tv station cry with envy. How many people would you say has visual contact with you on a daily basis? 2000? The average person sees 400 people just in a grocery store shopping. Now add a restaurant, the movies, a trip through the mall and many other public places that the average person goes to. Giving away 100 quality shirts that people will actually wear could give you 100,000 public views in just a few months.

Now, if you multiply that effort and give away 500 quality items then you stand to get several million views every month. This is an amazing amount of exposure to other people that may not have known that your business even existed. This is just raw numbers which creates branding. There are two other major factors that are just as amazing that goes into effect with quality clothing that has advertising on it and the best one is customer retention. It is a lot better to keep the customers you have than it is to get new ones. They already trust you and usually spend more with trusted sources.

Have you ever had someone give you something for free? Did it make you feel good? Did you automatically feel that you were "special" because someone gave you something? It is called the law of reciprocation. You give and they feel that they owe you something, and the giving does not have to be equal. Have you ever went down to the local dealership to buy a new car and the salesman buy you a drink and some chips or a candy bar? Bet you have, and you may not have realized it, but it made it easier for him to sell you that car because he bought you a drink and a candy bar.

The other effect and bonus of printed shirts and other clothing with logos and ads is called social conformity. When the general public sees someone wearing your ad, they automatically assume that it is the best place to do business if they tend to see it regularly.

About the Author

John Bush is a professional fashion designer with 10 years of experience in the [Custom Printed T shirts](#) design and Screen Printing T Shirts design field.

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