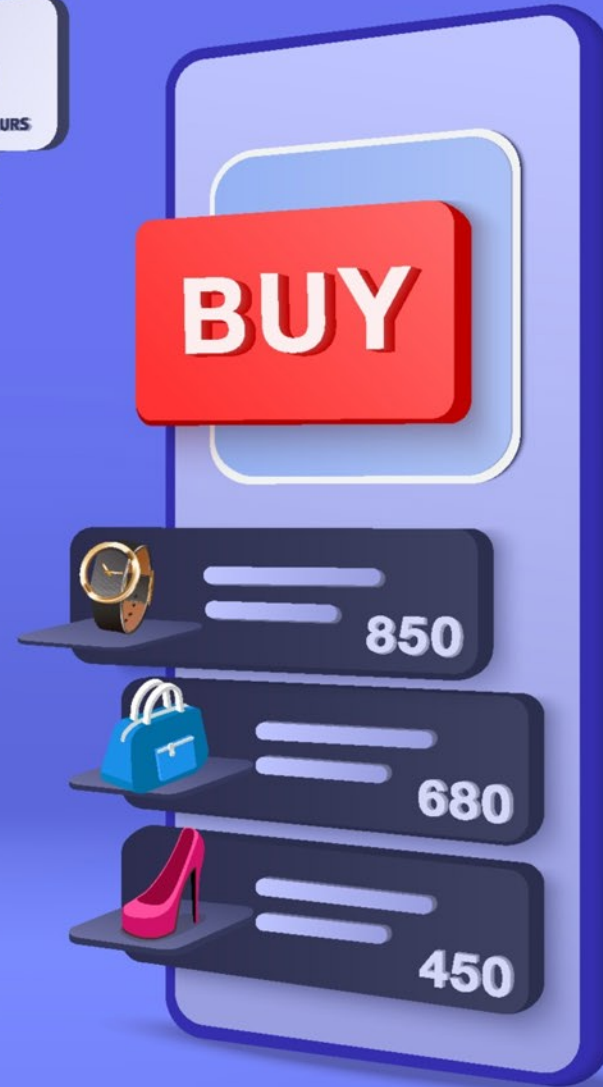




# MERCHANDISE PARTNER



[www.ibisagency.com](http://www.ibisagency.com)

INCREDIBLE BRANDS • INCREDIBLE STRUCTURES

# THE INCREDIBLE PROCESS

ABOUT // Merchandise is a wonderful way to spread your message and cash in on the support of your audience. Popular influencers/artist in the USA average about \$200,000/year in merch sales.

*Let's make something "Incredible"*

- BRAND IDENTITY
- DIGITAL POS CONTENT CREATION
- E-COMMERCE WEBSITE SETUP
- ORDER FULLFILMENT GLOBALLY
- CUSTOMER SERVICE
- PROJECT MANAGEMENT
- MAINTENANCE
- SOURCING



# BRAND IDENTITY

Before launching any brand, an identity must be established. What does this brand look, feel and sound like? That's where we come in as branding experts to work with your vision and team to create an "incredible" merchandise portal with an identity that will sell across global markets designed to attract your ideal customer/fanbase.

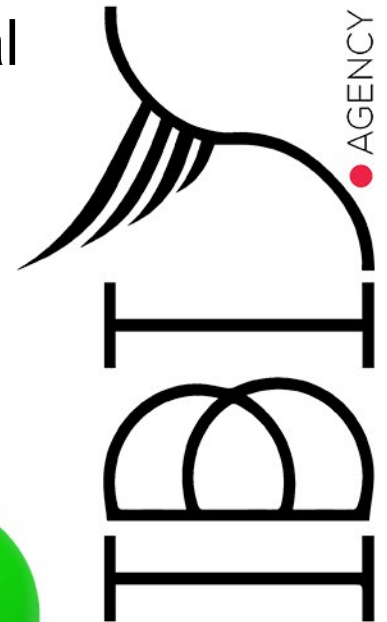
This includes a brand mission/concept, brand colors, fonts, patterns etc.



# DIGITAL POS CONTENT

In order to convert a sale there is a proven strategy of specific type of content needed in order to instill confidence into potential customers converting them into buyers. Selling online requires digital point of sale material.

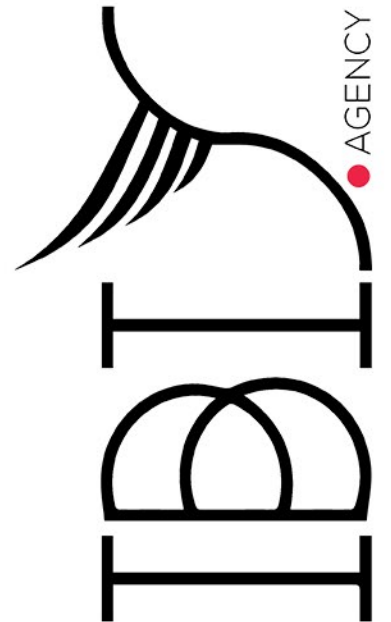
- **MERCH IMAGE AND/OR VIDEO MOCKUPS.**
- **WEBSITE IMAGES AND GRAPHIC BANNERS**
- **PROMOTIONAL CONTENT (ANIMATIONS, MOTION VIDEO)**
- **HIGH QUALITY AND TRENDY GRAPHIC DESIGNS**
- **LOGOS**
- **PHOTOGRAPHICAL IMAGE/VIDEO CONTENT**



# E-COMMERCE WEBSITE SETUP

First we buy the relevant hosting and web domains then create a shopify domain to connect it to. As a shopify partner we have access to extra tools. We provide a few templates ranging from very simple to interactive and custom responsive web experiences. If you are a Music Artist we can connect your store to Spotify for artist so your fans can buy merch without leaving the spotify platform. We can also make instagram shoppable with USA Credentials.

We can complete set-up in 90 Days provided all info and assets.



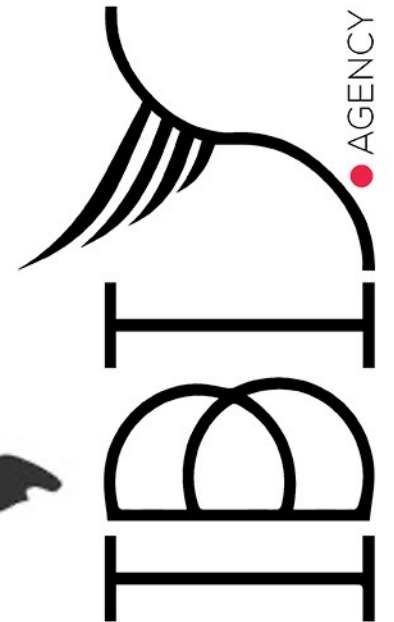
# GLOBAL ORDER FULLFILMENT

Our partners have strategically located warehouses and print facilities across the globe ready to store and fulfill our items on demand. This is the best way to launch without having to spend money upfront in the range of tens of thousands of dollars and tying up cashflow with greater risk.

## Locations:

USA - California & North Carolina  
Canada  
Europe - UK, Barcelona, Latvia  
Mexico  
Japan  
Australia  
Brasil

These hubs help your customers around the globe receive products faster.



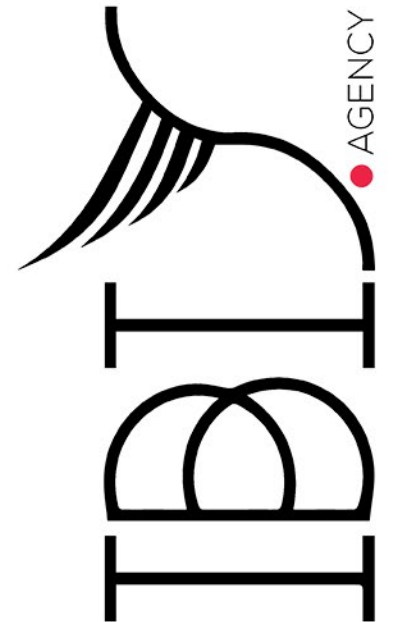
# CUSTOMER SERVICE

We are you and your customers' peace of mind.  
We handle the following support issues:

- ORDER SHIPPING ADDRESS ISSUES
- FULLFILMENT ISSUES
- LOST PACKAGES
- RETURNS, REFUNDS, FRAUD ALERTS.
- DISCOUNT CODES, STORE GIFT CARDS
- CUSTOMER LOYALTY PROGRAMS

## ADDITIONAL INCLUDED SERVICES:

- DROPSHIPPING
- EMAIL MARKETING
- CART ABANDONMENT FOLLOW UP
- SEARCH ENGINE OPTIMISATION (SEO)

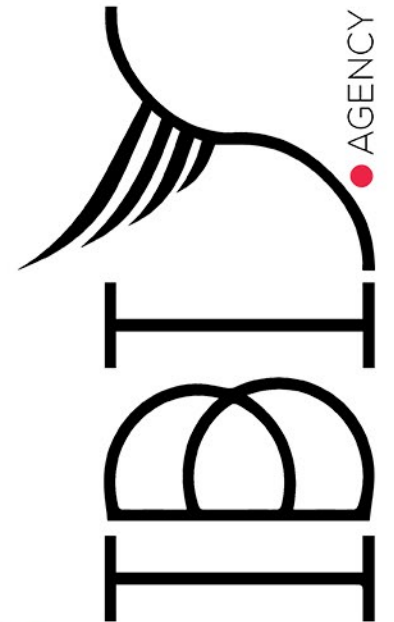


# STORE MANAGEMENT

Our automation integration allows you to sit back and do nothing but collect payment and promote your store.

Using our partners app and the Shopify app, you will be able to see everything happening in the back end for transparency. You remain in control of your store and payout account options. We have staff access.

We will use analytics to determine the next best moves following monthly reports.



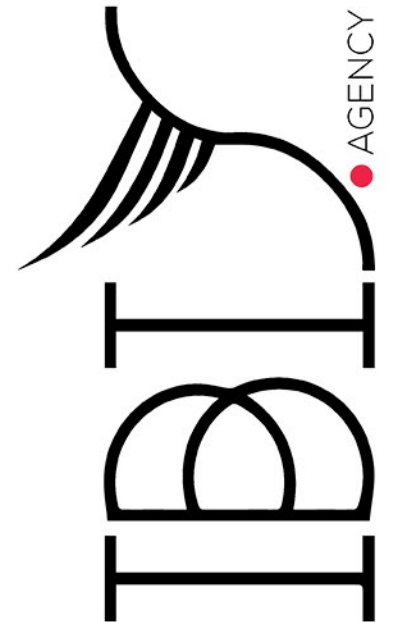


# MAINTENANCE

We maintain all the systems, apps, widgets, plug-ins and synchronization of the back-end of the website. When dealing with tech quite often coding gets disrupted, disconnected or an update may break the page.

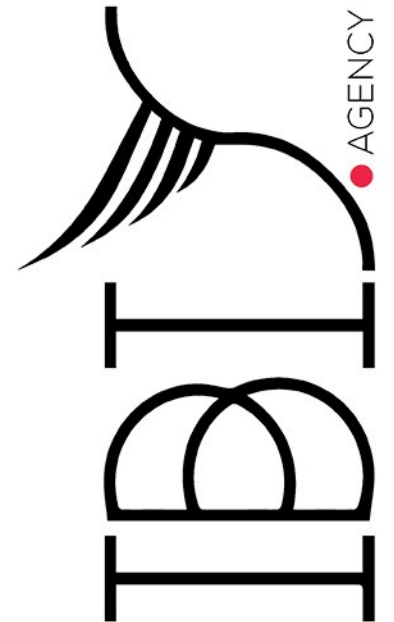
Consider IBIS Agency your tech partner to ensure minimal down time for your store.

We will plan strategic sales campaigns around historical shopping periods such as Black Friday, Christmas Holiday etc.



# SOURCING

We will can help source unique items not available from our existing supplier partner that we feel is on brand with your store/image/concept. We handle all the logistics with delivery the best warehouse locations based on your fanbase and make them available on the store. We suggest trying sourcing after first testing a low start-up cost launch with our parnters available products.



*10% SOURCING FEE OF TOTAL ORDER COST*

# PORTFOLIO // MERCH 2023

[lilaikemerch.com](http://lilaikemerch.com)  
[likeitonthebeach.com](http://likeitonthebeach.com)  
[seamossbyjc.com](http://seamossbyjc.com)



"Lila Ike" Unisex Hoodie Drop 1  
\$65.00 USD



ST. TROPEZ SUNSET TANK  
\$27.95



Burna Boy Wurl T-shirt  
\$50.00 USD



Globe "Lila Ike" Tie dye hat  
\$40.00 USD



## AGENCY CLIENTS



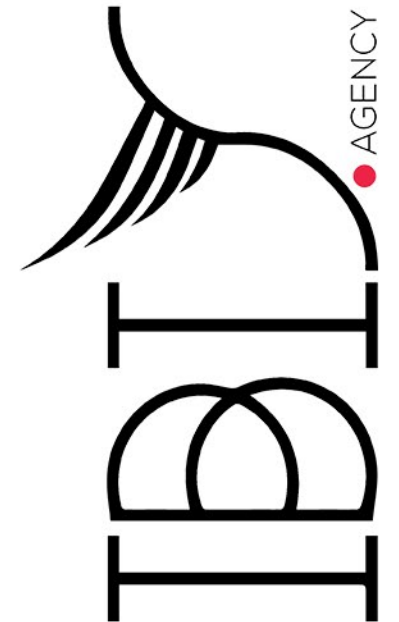
# FEE STRUCTURE



INDUSTRY STANDARD FOR FULL SUPPLY CHAIN  
MERCHANDISE MANAGEMENT IS **20 - 30% REVENUE**

WE CHARGE **20% PROFIT MONTHLY + \$2,000 SET UP**  
WE MAKE MONEY WHEN YOU MAKE MONEY.

*DIGITAL CONTENT, GRAPHIC DESIGN & SOURCING*  
*AVAILABLE AT ADDITIONAL FEE* (see previous slides)



**ADDITIONAL & STORE OVERHEAD COSTS:**

\$40 / MONTH SHOPIFY HOSTING

\$X STORAGE SPACE (IF APPLICABLE)

\$24 / YEAR DOMAIN REGISTRATION

\$X HIGHLY CUSTOMISED STORE EXPERIENCE (IF APPLICABLE)

***info@ibisagency.com // 11***