



BOXED SERVICES & AIM'S MERCHBOX PROGRAM

No matter the rise of the digital landscape and the indirect consumer methods of our day, this industry remains one that is inherently tangible. Marketing valuation can only be properly assigned to a good when its potential is fully realized from the onset. Consumers, including B2B consumers, increasingly desire tactile consumption. This is partially expressed in the fact that around 10 percent of all shipped consumer goods are returned to the sender regularly.¹ As the price of the goods increases, the return percentage rises to nearly 50 percent in some cases. For the consumer, this is not unusual nor is it typically a practice that costs

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them anything more than time. But for those in the distribution seat, it can be extremely costly and have long-term implications. The high rate of returned goods demonstrates that the more effective the decision-making process is, the less likely there will be consumer disappointment. In our industry, returns are even more costly as they create waste, lost

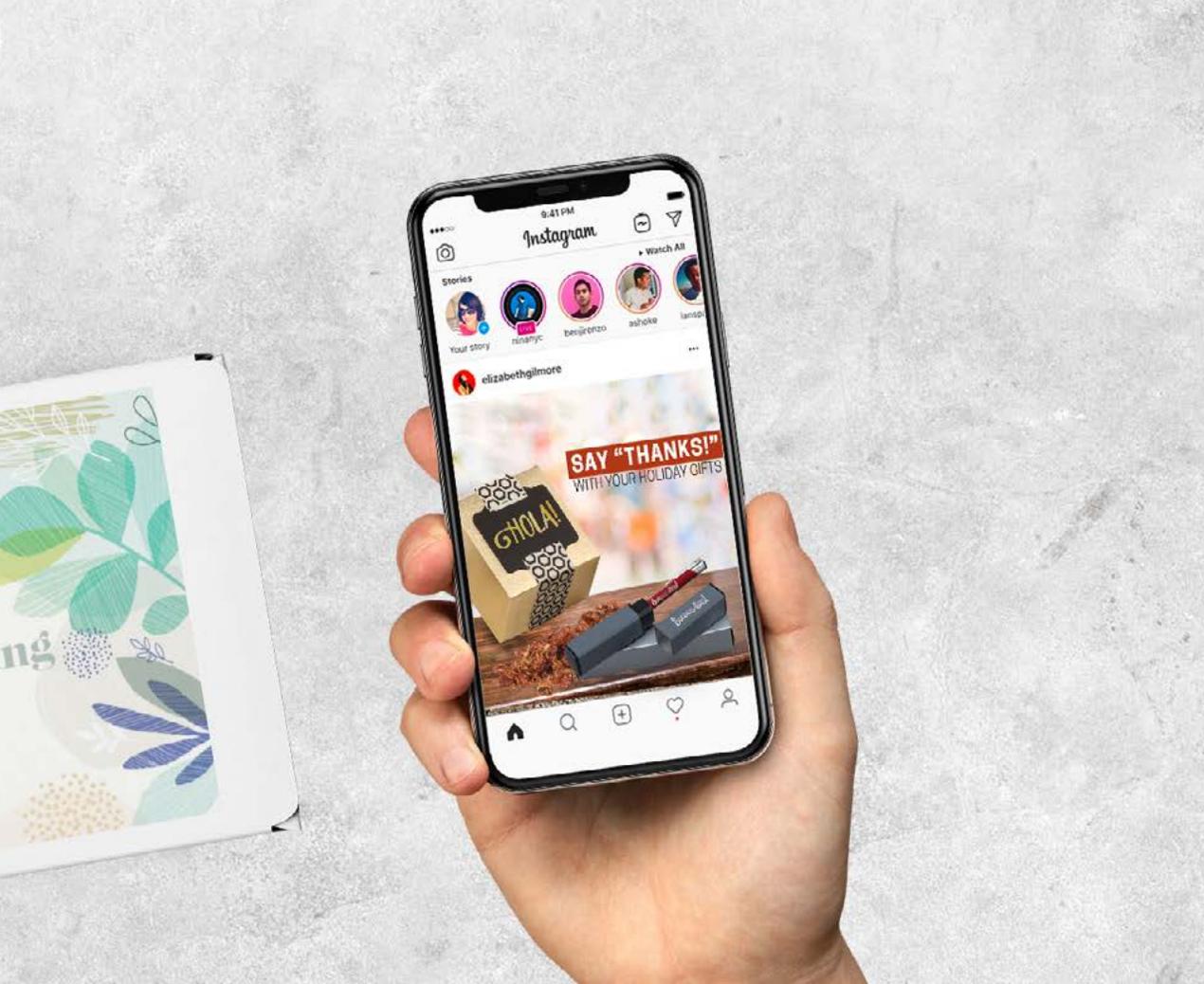
income, and can even cost customer loyalty. This is where consumers, including B2B buyers, must become educated about the goods they are acquiring and feel confident in what they are investing in even prior to procurement.

Smart Buyers

Increasingly, consumers are smart and inquisitive. B2B purchasing is not traditionally done on a whim, but after much consideration. The promotional industry is one that continues to compete for these B2B customers against other advertising and marketing media but lacks the immediate and translatable accessibility of other channel competitors.

The tangibility of our industry is both a blessing and a curse. A new client who is purchasing shirts typically does not understand the difference in quality, fabric, and design. They may make a poor purchase decision based on a lack of understanding and that one transaction could result in a future loss of business.

One essential task of distributors is to educate the buying community. But again, this can be difficult with a lack of tangibility. One option is to educate the buyers through samples. This too has its downside as samples are traditionally limited and increasingly scarce. The buyer needs to see opportunities and trends in order to not only make an informed decision but one that is mutually beneficial.



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Boxed Services

Boxed subscription services continue to increase in popularity because they meet two critical needs: tangibility and the introduction of goods. With the increased intangibility brought on by consumption in a post-pandemic and progressively digital world, these services remain popular. This is safe, effective, and available consumption. But boxed services also introduce consumers to new trends and products that they might not have otherwise considered. These boxes serve as an introduction and a trial for many non-traditional goods and help to inspire future purchasing decisions.

MerchBox Program

The AIM MerchBox Program is also designed to meet a

critical need. It gives clients the opportunity to see branded products up close and become more informed about their purchasing decisions. The products are carefully curated to give distributors access to the most trending products from top suppliers.

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It has given others a more complete marketing mix and helped clients achieve their desired goals by seeing what sort of curation is possible within this channel.

Kitting has also taken on a new value in the past year within the industry in that many companies find this

is a creative and affordable way to stay connected with their staff and clients. The MerchBox Program gives a thoughtful representation of what unique and tailored kits could look like and how effective they can be in consumption. In addition, it provides a purpose and a need for follow-up, maintaining the relationship built over time with clients and solidifying the partnerships and friendships that have developed, ultimately promoting loyalty.

Each idea box also includes a complete digital marketing kit with resources that help guide sales of the items included. Often distributors are learning about many of these products at the same time as their clients, so this gives a better insight into the product's potential usage.

Access to the Marketing Kit includes

- An educational flyer of ideas
- A flyer with timelines to help you strategize
- 3 client-facing emails to use in promotion
- 5 social posts to market the products
- A blog post to use on your site

The AIM MerchBox Program continues to be one of the most popular offerings from AIM and for good reason. Distributors are encouraged to take advantage of these regular programs quickly as supply can be limited.

If you have questions about AIM's MerchBox program, please visit aimsmarter.com/services/merchbox-program.

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