

Social Prompts: How to amplify your message to buyers

MAKE IT YOUR OWN

Use these prompts as starting points, not finished posts. They help address key challenges in how marketing buyers may perceive branded merchandise.

Add a lesson, example or observation from your own experience. Write for marketers and buyers, not only industry peers, and connect your point of view to the most relevant proof or planning resource.

The goal is to sound like you: informed, useful and ready to help buyers think differently about branded merchandise.

BEST PRACTICES

- Connect with all of your clients or prospects on social channels.
- Add your own POV instead of only reposting campaign content.
- Write for buyers, not only industry peers.
- Avoid insider language and product-first shorthand.
- Use proof, examples, and planning language.
- Share what the idea means for buyers: business value, brand experience, quality, relevance, memory, participation.
- Use campaign assets as prompts, not scripts.
- Point audiences back to www.merchmovesus.org or a relevant proof asset.
- Prioritize original posts, quote posts, and buyer-facing commentary over mass resharing.
- Pair social sharing with direct client outreach.
- Use social to model POV and credibility, then use email or client communications to send relevant proof assets directly to buyers.

PROMPT 1: START WITH THE GOAL

A better branded merchandise conversation doesn't start with:

"What product do you want?"

It starts with:

"What are you trying to accomplish, and what do you want people to do, feel or remember?"

In my experience, [ADD YOUR POV OR EXAMPLE].

When the goal, audience and moment are clear, the right branded merchandise choices become easier to see.

[LINK TO PLANNING RESOURCE]

PROMPT 2: CONTINUED USE

The handoff isn't the end of the branded merchandise story.

In many ways, it's where more of the value begins.

When branded merchandise stays useful or meaningful, it can keep a brand present long after an event, campaign or gifting moment.

One example I've seen is [ADD EXAMPLE].

[LINK TO PROOF OR CASE STUDY]

PROMPT 3: EVENT MERCHANDISE

Event merchandise shouldn't only answer:

"What can we give attendees?"

A better question is:

"What will help people remember the experience or stay connected after it ends?"

[ADD YOUR POV OR EXAMPLE FROM AN EVENT PROGRAM.]

[LINK TO EVENT PROOF]

PROMPT 4: QUALITY

Quality isn't just an upgrade.

It shapes what the branded merchandise says about the brand behind it.

Usefulness, design and execution can make the difference between something that feels forgettable and something that feels like a thoughtful extension of your brand. If it's intentional, it stays.

[ADD A PRACTICAL EXAMPLE OR LESSON.]

[LINK TO QUALITY PROOF]

PROMPT 5: AUDIENCE INSIGHT

The best branded merchandise starts with audience insight, not a catalog.

A useful planning question is:

“Why is this the right choice for this audience, at this moment?”

For [AUDIENCE OR BUYER TYPE], that could mean [ADD EXAMPLE].

[LINK TO PLANNER]

PROMPT 6: INTEGRATION

Branded merchandise can work harder when it's connected to the broader marketing experience.

It can give a digital campaign a physical life, extend an event, support a community or strengthen a buyer or employee experience.

One connection worth exploring is [ADD YOUR POV OR EXAMPLE].

[LINK TO CASE STUDY]