

May 2022

The Marketing Portal Ordering Apparel

Displaying your logo, front and center, is one of the best ways to brand your company and create a lasting impression. When wearing branded apparel, you are building your culture and improving the perception of your company—the benefit of enhancing your image both within your company and to the public.

Our goal at American Buildings is to make boosting your business as easy as possible. One of the ways we do this is by offering many marketing opportunities through the American Buildings Marketing Portal. The Marketing Portal includes tools to help you connect with customers, promote your business, and share the benefits of custom metal buildings. It's a one-stop-shop for polished, professional materials. It offers the ability to easily customize flyers, print ads, jobsite signs, banners, digital marketing templates, apparel, and much more.

As mentioned, one of the most simple and visible ways to put your stamp on your work and let your potential clients know about your business, is to have branded apparel for your company. The Marketing Portal offers you the ability to create and order all types of apparel with branded options of your logo and the American Buildings logo, or American only.

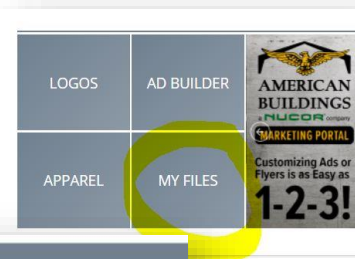


Ordering Branded Apparel

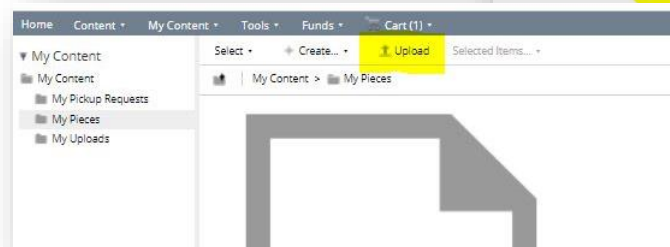
Where do you start?

Simply login to your [Builder Dashboard](#) account using your existing credentials and click on the Marketing Portal button.

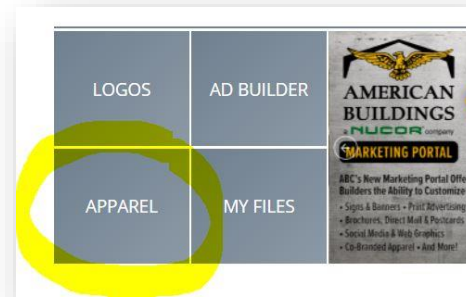
Once in the Marketing Portal, the first thing you will need to do is upload your business logo, if you haven't already. From the home page in the portal, you will choose **My Files**.



In the **My Content** section, you will then want to click on **Upload** at the top bar.



Once you have uploaded your logo, go back to the Home page, and you will choose the **Apparel** block. Once in the **Apparel** section, then select either **Authorized Builder Apparel** or **Authorized Builder Co-Brandable Apparel**. There are many options, such as beanies and hats, hoodies, long and short sleeve t-shirts, hi-vis safety shirts and vests, polos and quarter zips — men and women styles. Once you've chosen the type of branded apparel, you will then see the various options of apparel available.



When you're ready to order, add your chosen piece by selecting **Add to Cart**. The **Price Details** are also shown in this area. This will let you know the minimum quantity for the order and the price per piece.

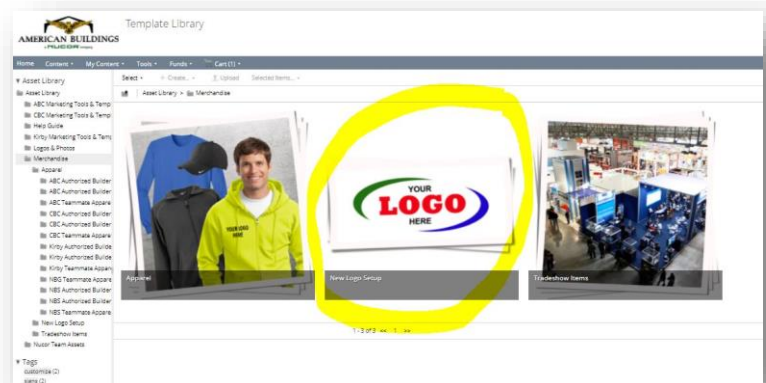
Once you have added the piece(s) you want to your cart. Then, after choosing to **Checkout**, you will have the option to choose the **Color and Quantity**.

**Reminder: there is a minimum order number, and each selection will let you know when ordering.*

First Time Apparel Ordering

When using the Marketing Portal for ordering apparel, there is an important step for the *first time only*. You will need to add a **New Logo Setup** to your cart.

This is to prepare your logo for embroidery. It is a one-time only fee, consistent with setting up your logo at any branded apparel company.



You can find this **New Logo Setup** by going to the **Marketing Library**, under **Merchandise**. Select **New Logo Setup** and **Add to Cart**.

As you proceed through the **Checkout**, you'll fill in your contact information, delivery, and billing address, followed by payment. The Portal vendor will then process your order and contact you with any follow-up.

If you have any questions about the Marketing Portal, please refer to our Quick Start and Frequently Asked Questions guides in the Help Section of the Marketing Portal. You can also ask for assistance using our [Marketing Portal Assistance Form](#). For a more in-depth view on how to access and use the Marketing Portal, we have recorded a webinar. You can watch the webinar at any time and share it with others in your company who would find it beneficial.

WATCH ON-DEMAND WEBINAR