



# Westport Big & Tall Builds Value by Expanding Its Multimedia Presence

CHARLOTTE, NC, UNITED STATES, December 11, 2017 /EINPresswire.com/ -- As the largest privately-owned retailer of extended size menswear in the country, Westport Big & Tall is always looking for ways to go above and beyond the call of duty to serve its customers. Westport has recognized that expanding its multimedia presence is a great way to continue to define its brand in the diverse menswear marketplace, to uphold its reputation as a top-tier retailer, and to add even more to its value proposition.

Seeing the opportunity social media presents to communicate with and collect feedback from customers, Westport has established a presence on Facebook, [Instagram](#), and Youtube. They've also set up a blog on their website to address topics pertaining to dressing the big and tall man. The idea is that a clothing brand is much more valuable and will garner greater loyalty among its customers if it does more than simply sell them merchandise. Westport's recent goals in this regard have just started to come to fruition. A strong Black Friday and Cyber Monday weekend has shown Westport's executives that customers are engaged with and responding to what the brand has to offer.

A [Facebook page](#) is a great way for a brand to communicate with its customers and collect vital feedback. Today, the average person's inbox has become oversaturated with emails and promotional material from all manner of merchants. Facebook allows customers to view a company's page at their own discretion, without feeling overwhelmed by direct marketing. They can get news about an organization and learn about promotional events at their own browsing leisure, without feeling like they're being pushed or sold.

Social media platforms also allow a brand to express itself to customers in creative ways. Westport has started recording videos of its fashion photoshoots, and posting them on Facebook and Youtube to give their customers an inside look into the catalog production process. Westport is unique in that it is one of the few retailers that still uses a print catalog as one of its primary marketing pieces. It remains one of the most effective ways to present an entire season's merchandise collection and provide outfit inspiration in the form of attractive lifestyle shots. Producing this catalog every season is incredibly time and labor intensive, but the benefits cannot be denied. Many of Westport's customers have enjoyed receiving new catalogs in the mail and flipping through them for years. Allowing them to view the process helps the customers see the effort and attention to detail that goes into creating the catalogs that they receive every season.

Instagram is a photo-based social media platform that features some of Westport's best fashion photography from the catalogs and various marketing emails. Not only does Instagram help Westport customers looking for inspiration on coordinating outfits and colors, it showcases amazing photography from their catalogs in seasons past, building a rich brand history that anyone can look back on in the future.

Westport's blog is another newly-established branch of its multimedia presence. The articles are written for big and tall men who are interested in expanding their knowledge of menswear, and are looking for advice in terms of garment fit, wardrobe styling, what to wear for different occasions, and more. The blog also contains fashion guides for men trying to make sense of all of the trends in the

marketplace and the different clothing options presented to them.

As always, Westport works to provide high-caliber, stylistically relevant, and aesthetically appealing menswear to big and tall customers with discerning tastes. Visit Westport's Facebook page, [Youtube channel](#), and Instagram for exclusive content and behind-the-scenes footage. Also, read the Westport Big & Tall Blog for specialized knowledge and articles pertaining directly to dressing the big and tall gentleman.

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