



STAHL'S

TRANSFER EXPRESS®

The Custom Transfer People

How to Use Social Media to Promote Your T-Shirt Business



Today's Webinar

- Webinar is recorded and will be available to view.
- PDF of slides will also be available.
- Questions? Type them into to the Questions field.



Today's Agenda

- Is promoting on social media right for you?
Which platform is best for your business
- How to start promoting on Social Media
- Branding & Content
- Tools to make social media easy on a busy business
- Tips
- Social Media Advertising



Why Promote on Social Media?

- Social media can directly sell your products.
- It can help create a community of clients and fans who love your brand
- It can help grow a subscriber list of buyers
- Help grow brand awareness
- Endless supply of customers





**Which Social Media Platform is
right for my business?**



Determine Your Audience

- Who are your customers?
 - Eg. Organizers of events, teams and groups, Men or Women, age 25-45 who are looking for quality custom t-shirts.
- Where do they hang out?
 - Are they on Facebook, Instagram, Pinterest, online forums or groups, community meetings, etc?



Social Media Audiences

Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

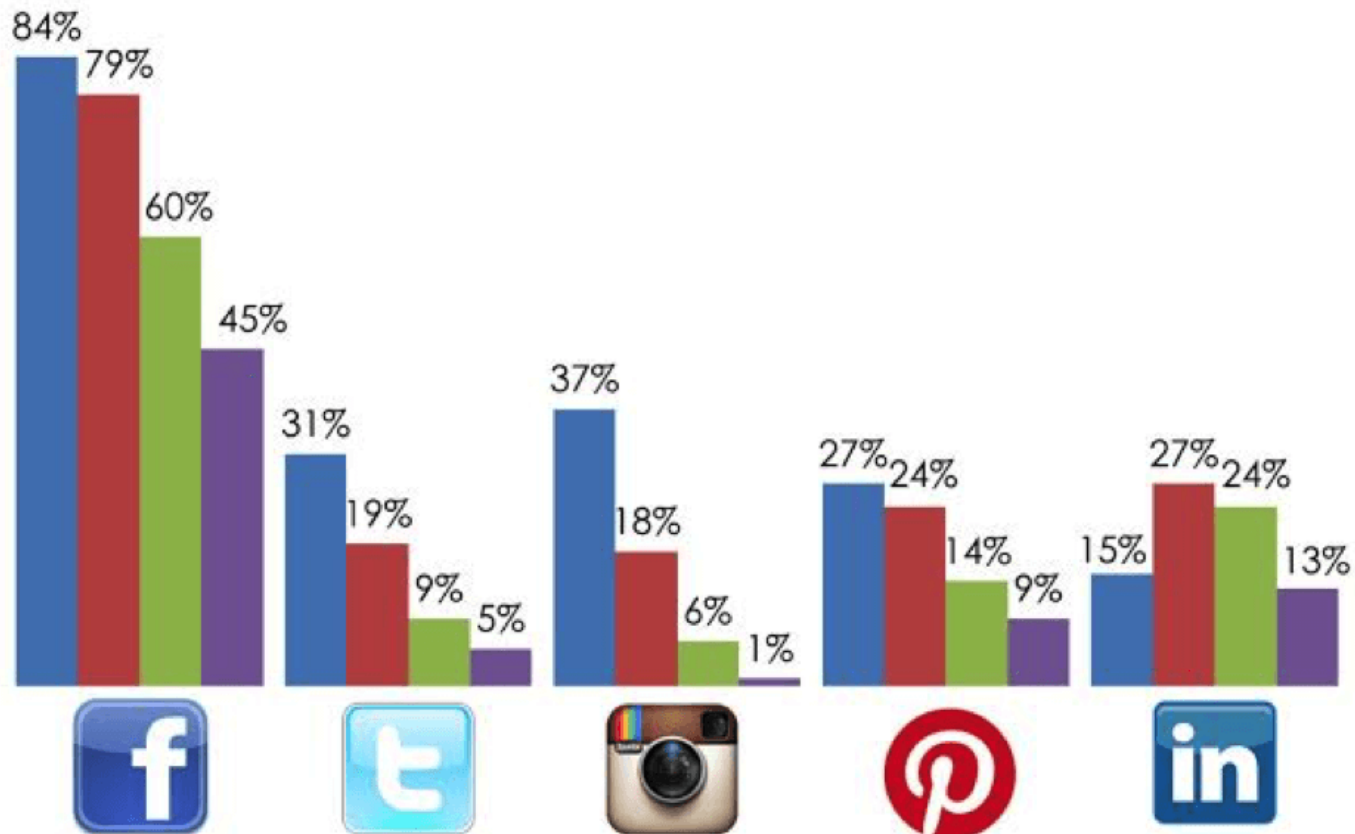
							
DEMOGRAPHICS	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-29	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29	200 Million users Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used



Social Media Demographics

Online Social Networking Platform Users, by Age

■ 18-29 yrs ■ 30-49 yrs ■ 50-64 yrs ■ 65+ yrs



Among online adults. Source: Pew Internet & American Life Project, Dec 30 2013. www.CreatingResults.com



How do I get started?



1. Promote Your Business

- Sign-up!
- Create a **business** page on the different platforms (keep same username, profile picture and brand on each platform)
- Customers can search, connect and engage with your business





Getting Started

- Start interacting with your business page, even if you don't have any followers yet.
- Share your page with your personal social media pages.
- Ask Friends and Family to follow your page & to share with their friends.
- Add Social Media icons to your website, fliers, package stuffers, invoices, etc.



SHARE



Earn Trust





5 Ways to Earn Trust with Followers

- Educate – tutorials, tips, how-tos, training, industry news
- Value – give them something they can use
- Think – provide thought provoking questions or success stories
- Inspire – people love motivational posts
- Incentive – everyone loves something for free like discounts, & special offers.



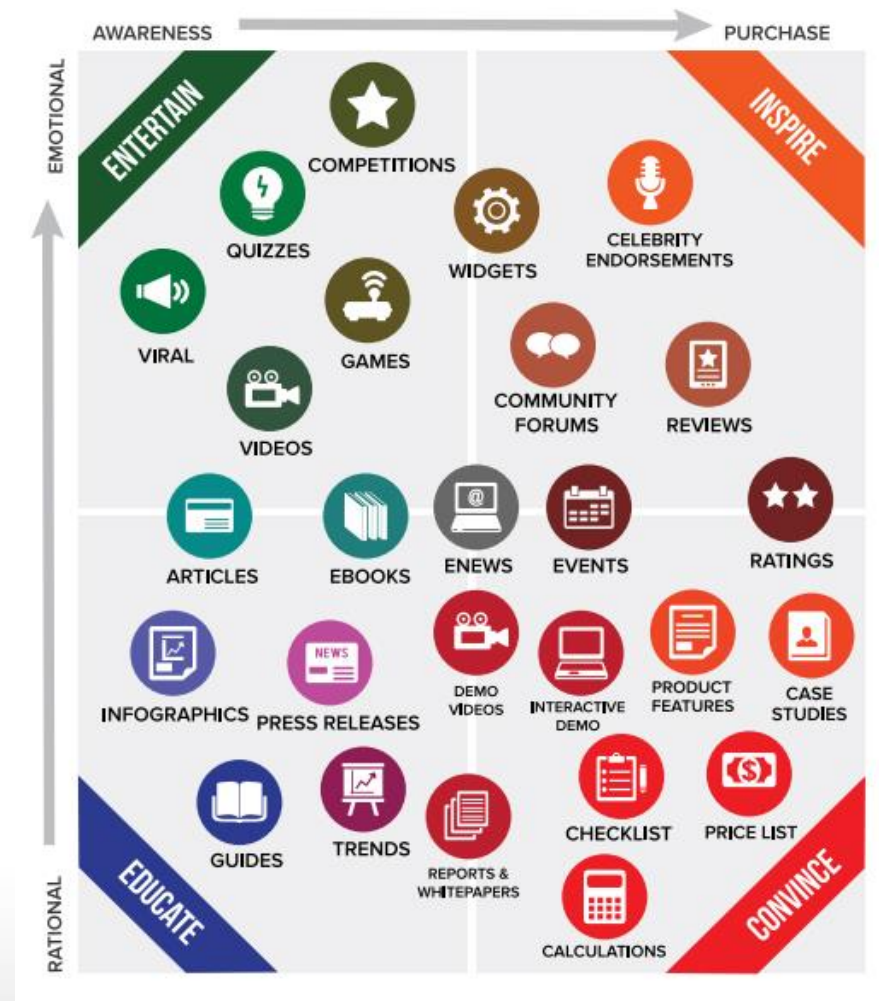
Content Marketing

- Content – ie. Copy/writing, photos, video.
 - Valuable, relevant and consistent content to attract and retain an audience.
 - Communicate with customers without selling
 - Don't pitch your products, deliver information to make your buyers more intelligent.



Type of Content to Engage Customers

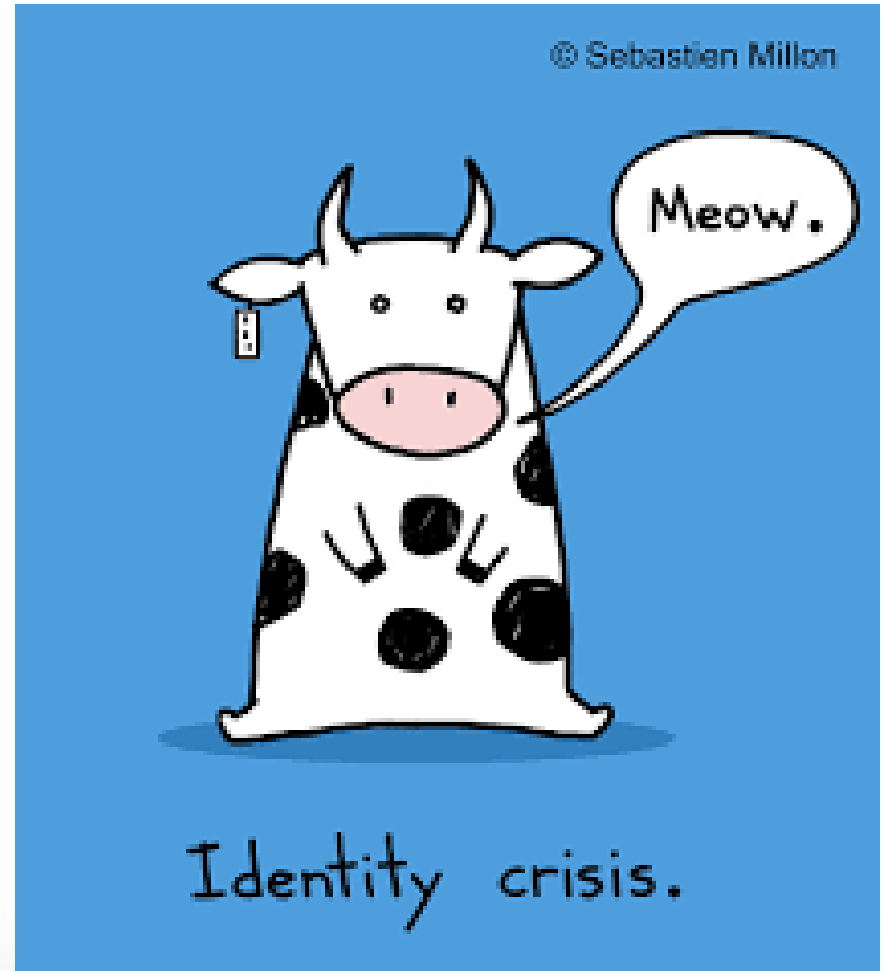
- Discounts/Incentives
- Testimonials/success stories
- Photos/Video
- How-to Tips
- Contests/Sweepstakes
- Behind-the-scenes
- Industry/Company News
- Games/trivia
- Maps/Directions





Branding

- Be cohesive in your branding across platforms. Handle, profile photos, tone of voice etc.
- Stay relevant.
 - Keep posts centered around your business.





Tools for Easy Social Media Content

- Photo Creation
 - Canva, Pablo, Easelly
- Video Creation
 - Animoto, GoAnimate, Powtoon,
- Social Media Management
 - Hootsuite, SproutSocial, Buffer etc.
- Hashtag Search
 - Hashatit.com, hashtagify.me, RiteTag,



Social Media Managers

It's a full time job

- Sign up for a social media manager like HootSuite. Countless others on the market.
- Monitor multiple platforms in 1 place
- Schedule posts in advance
- View and analyze data
- Easy listening and Customer Service
- Collaborate with a team



Tips

- 80% Valuable Content/20% Promoting your Business...or is it a 5:3:2 Rule, or a 70/30 Rule?





Tips

Use a Call to Action

- Buy Now!, Shop Now! Add to Cart, Download now, Learn More, Search Now, Sign up Today, Subscribe to, Submit your Question, Join the other 2,000 people who enjoy... etc.
- Link to Your website





Tips

- Create a Sense of Urgency
 - Examples:
 - Limited time remaining!
 - Order before Thursday!
 - Only 5 left, get yours before they are gone!





Tips

- Start a company blog.
 - Provides shareable content, SEO, and allows you to collect potential customer e-mail addresses
- Convert Fans to E-mail Subscribers
 - Social media doesn't guarantee your fans will see your content.



Tips

Customer Service

- Social Media is a new avenue for customer service inquiries
- How to Fail at social media customer service
- Hug your Haters



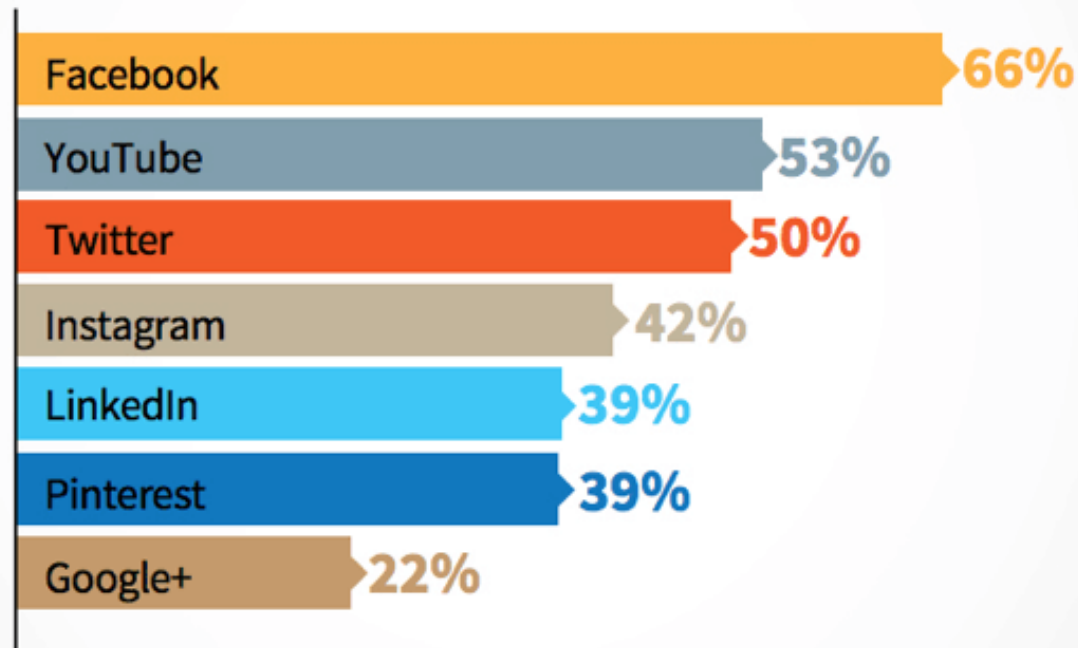


Social Media Advertising



Paid Advertising Effectiveness

Effectiveness Ratings for B2C Social Media Platforms



2016 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

from 2016 B2C Content Marketing Trends --
North America





Ads

- What is your objective for putting out an ad?
- Promote to specific audiences
- Set a budget
- For local businesses, Reach people Near Your Business or Raise Attendance at Your Event.



Facebook Ads

- Targeting
- Run ads for little \$.
- Upload Customer lists
- 20% Text Rule

	YOU CAN ONLY USE 5 SQUARES (20%)			



Thank You for Attending

Next Transfer Express Webinar

- 25 T-Shirt Packaging and Display Ideas
- Thursday, August 11
- 2:00 PM EST

What topics would you like to see covered in a Transfer Express webinar?

Email them to: info@transferexpress.com



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