

HOW TO MARKET YOUR T-SHIRT BUSINESS ONLINE



AGENDA

- Identify your target audience and growing your brand
- Building a website that works for you
- Content and SEO strategies
- Paid ads
- Growing and using your email list
- Social media



IDENTIFY YOUR AUDIENCE

- Who am I selling to?
- What is my niche?
- What problems do they face?
- How do my products/services offer solutions to their problems?
- What about my brand resonates with them?
- What language speaks to my audience?
- What imagery or photography speaks to them?



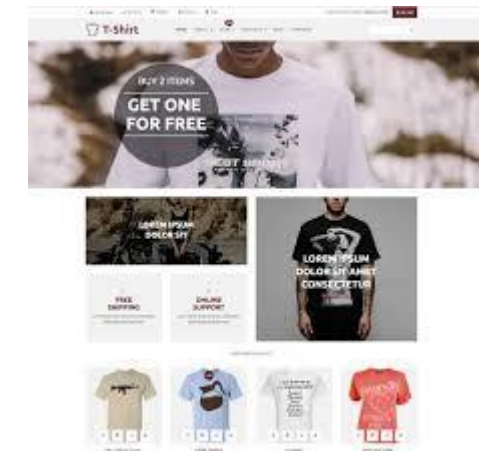
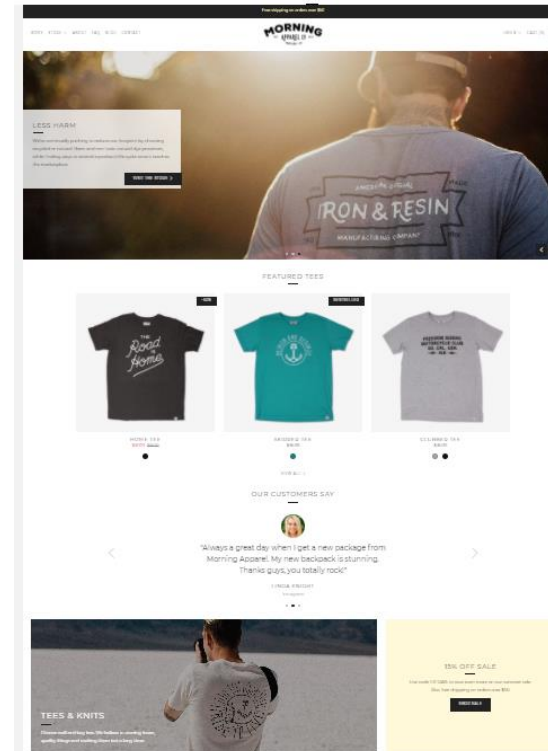
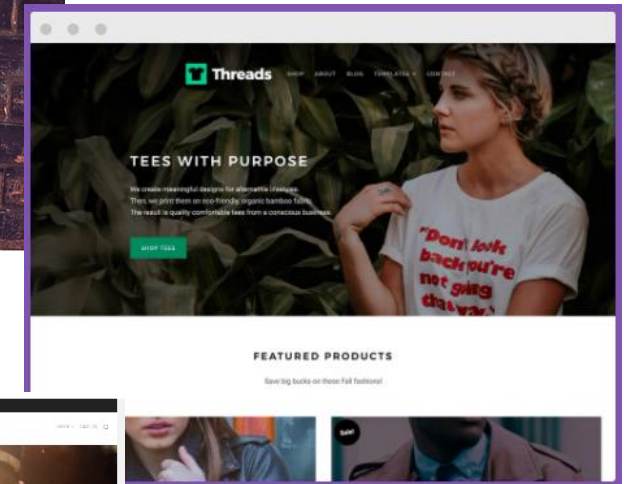
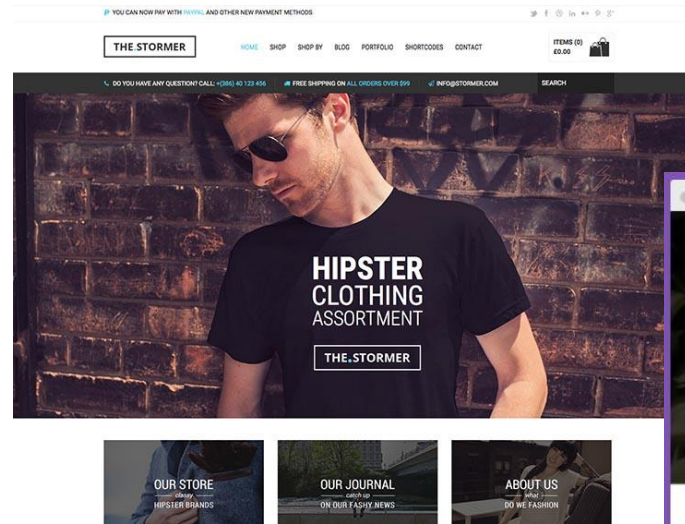
GROW YOUR BRAND

- Focus on your niche and own it
- Don't try to be all things to all people
- Be good at something and make that your value proposition
- Connect on an emotional level
- Your brand will resonate with a select audience of loyal fans
- Grow with brand ambassadors & Influencers



BUILD A WEBSITE THAT WORKS FOR YOU

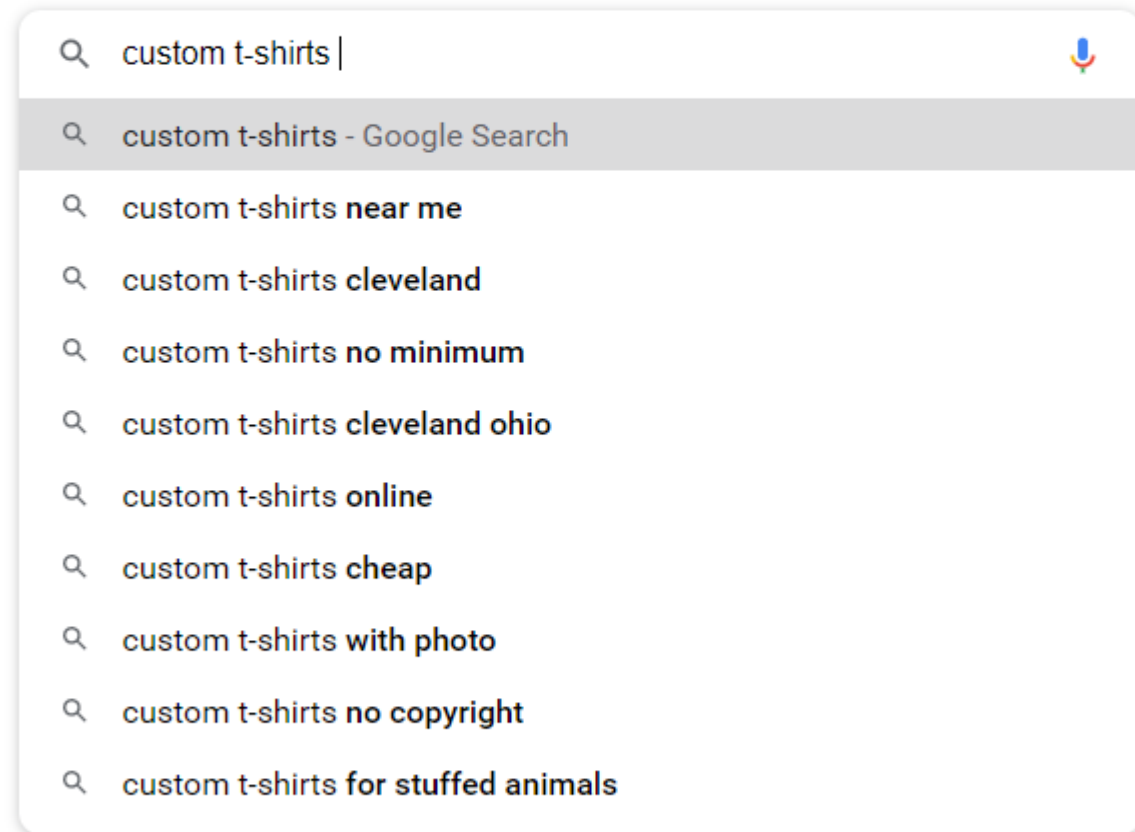
- Your “salesman” that never sleeps
- What are your goals? Make sure your website aligns to those goals
 - Examples of some goals: gather leads for custom apparel inquiries or sell shirts directly (retail style)
- Many options to build a site: Wordpress, Shopify, Weebly, Wix, Squarespace, Etsy, etc.
- Choose an option that aligns with your goals





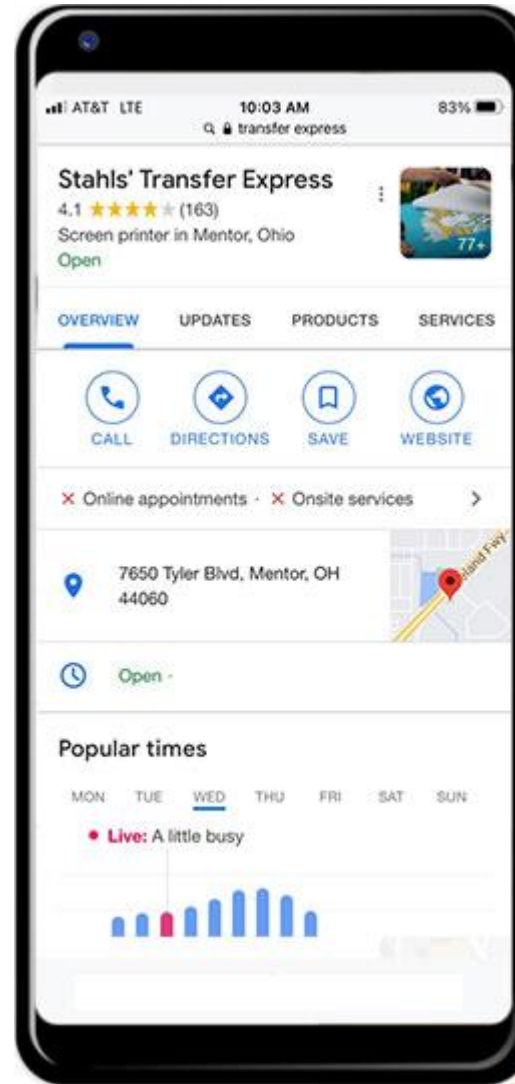
CONTENT & SEO

- Add content using keywords that align with your goals
- Example: if you are selling custom shirts in your geographic region, use those words on your pages with your city name or surrounding cities
- What phrases are people searching for? Let Google tell you...
- Search your keywords and look at the results Google serves. Create similar content but make it even better.



LOCAL SEO

- **Google My Business** – free tool to promote your business on Search and Maps
 - Reviews, photos of products, special offers
 - Interact with customers
 - Can list with or without a physical address (if you work out of your home)



PAID ADS

GOOGLE ADS

- **PPC (Pay Per Click) Google Ads**

Only pay each time someone clicks. Can get expensive if the market is crowded!
Do keyword research first.

- **Google Shopping Ads**

- Great for Clothing Lines, Designs + Etsy Stores

- **Search Ads**

- Custom T-Shirts or Targeted Pre-Made Designs (ie Cat T-Shirts)

- **Remarketing Ads (display ads)**

- Display Ads targeted towards your site visitors (If you have enough traffic to your site)

The screenshot shows a Google search for "cat t-shirts". The search bar at the top contains "cat t-shirts" with a search icon. Below the search bar, navigation tabs for "All", "Shopping", "Images", "News", "Videos", and "More" are visible, along with "Settings" and "Tools". The search results indicate "About 144,000,000 results (0.80 seconds)".

The "Ads · Shop cat t-shirts" section displays five product cards:

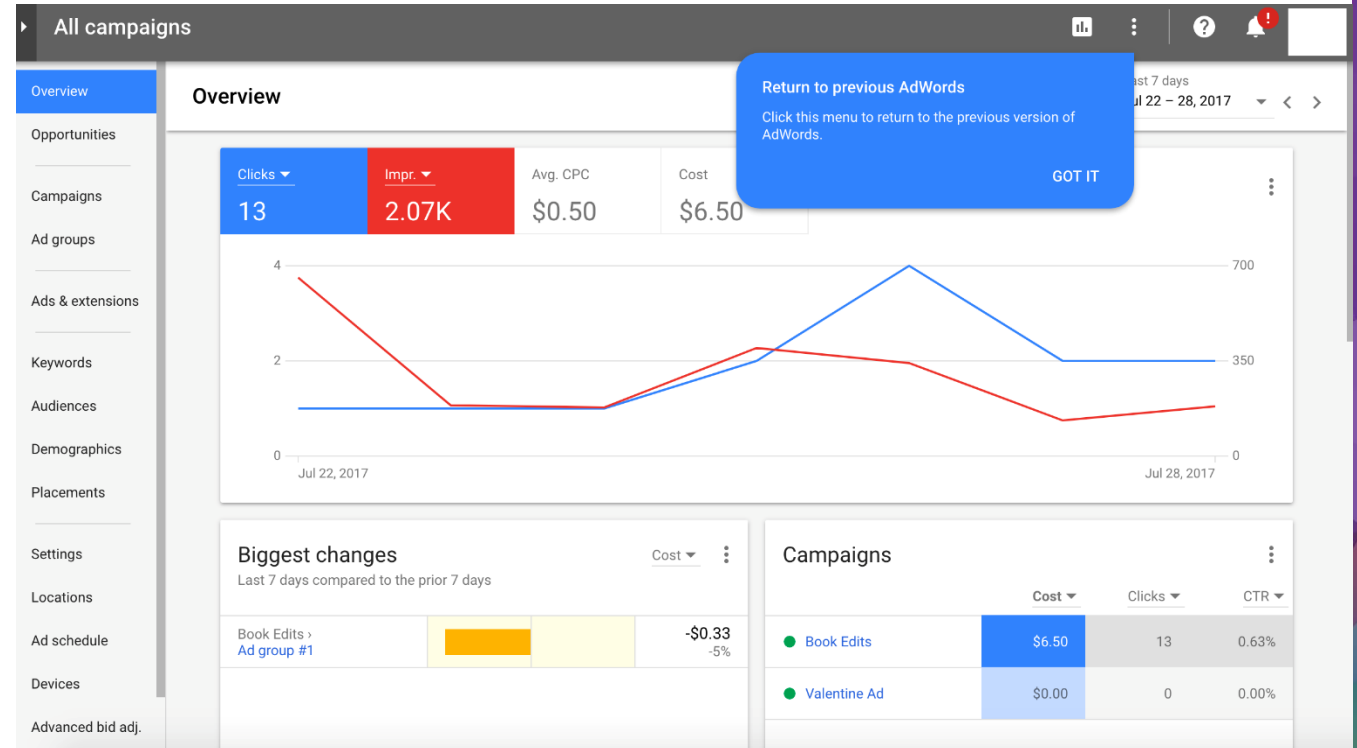
- Women's T shirt Cat Graphic 3D...** by LightInTheBox, priced at \$14.99.
- Women's Tunic Striped Cat...** by LightInTheBox, priced at \$14.99.
- Cat Tee Shirt Gifts For Cat...** by Trending Custom, priced at \$24.99.
- Women's Pew Pew Cat Graphi...** by Soulmia, priced at \$13.99, marked as a "Special offer".
- Life is Good Women's Pay...** by Life is Good, priced at \$28.00, marked as a "Special offer".

Below the product cards, several text-based ads are shown:

- Ad · www.designbyhumans.com/**
Cat T Shirts, Kitty Tees
200,000+ Artist Designs. Shop Unique Marvel Comic **Tees** & More! Over 200,000 Designs. Directly Support Artists. Art From Around The World. Types: Men's **Tees**, Women's **Tees**.
- Ad · www.lilicloth.com/**
Cute Cat Tops for Women - Buy Cat T Shirts - lilicloth.com
Buy The Latest Style **Cat T Shirts** at lilicloth, Enjoy Huge Save & Fast Shipping
- www.themountain.com · Animals**
Cat T-Shirt | The Mountain
View our large selection of **cat t shirts** online now! Featuring cute cat tees for the entire family, The Mountain is your number one destination for cat shirts, mugs, ...
- www.zazzle.com · cat+tshirts**
Cat T-Shirts | Zazzle

PAID ADS GOOGLE ADS

- Managed All In Google Ads
- Set Ad titles, copy, images, what pages they click through to, budget, etc.
- Basic Tracking on Clicks / Spend
- Works great with Google Analytics



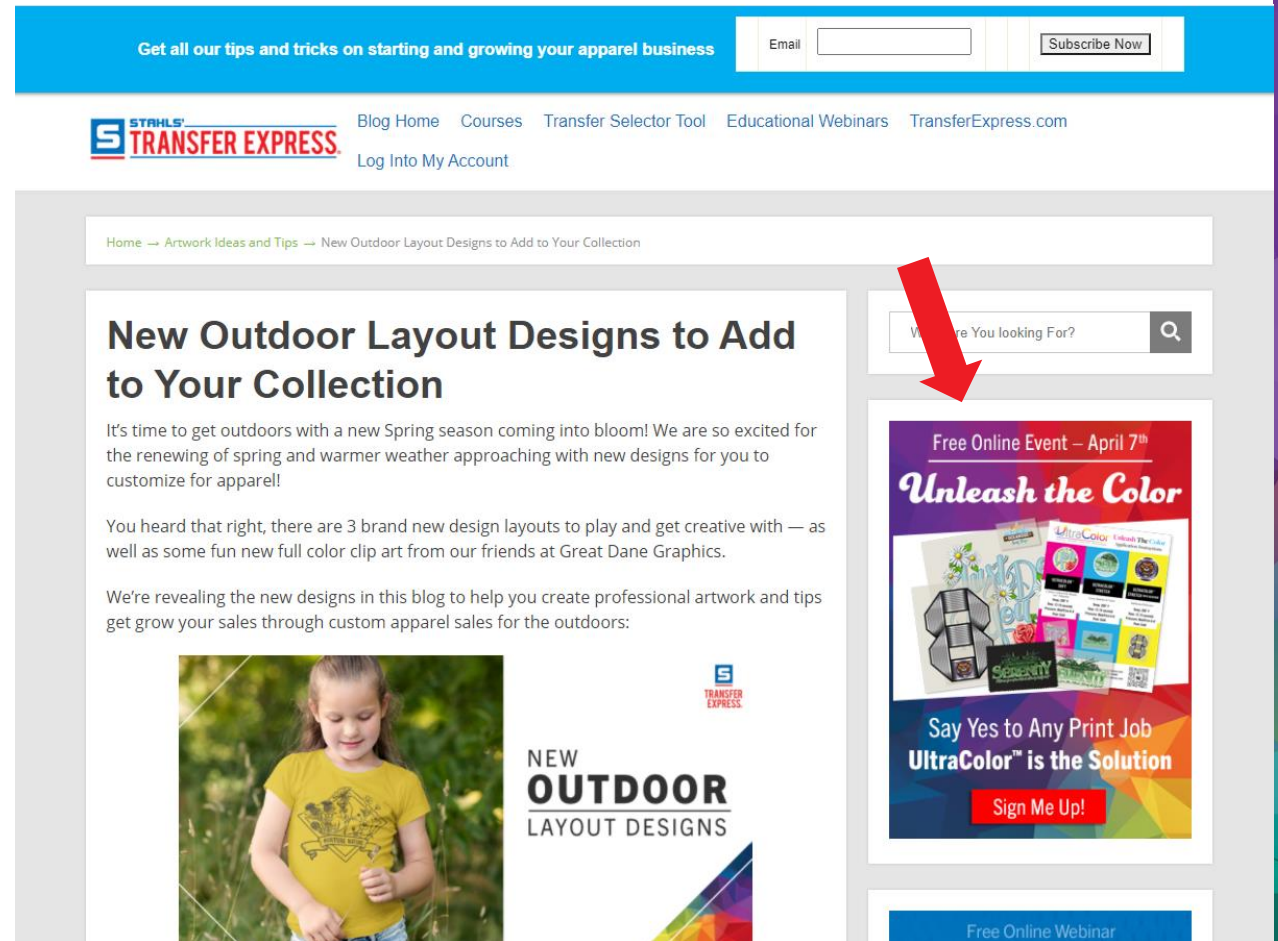
GROW AN EMAIL LIST

- Use your website to collect emails
- Need a “lead magnet” or a “carrot” to attract sign ups
- Most people will not make a purchase the first time on your site
- Use your email list to nurture into sales
- Lots of email service providers to choose from. Some provide sign up forms to integrate with your site (Example: MailChimp)

The collage consists of three overlapping images. The top image is a screenshot of the STAHL'S TRANSFER EXPRESS website. It features a navigation bar with links like 'TRANSFERS', 'NAMES & NUMBERS', 'DESIGN CENTER', 'UPLOAD ARTWORK', 'WHOLESALE APPAREL', and 'HEAT PRESSES'. A search bar is present with the text 'How can we help you?'. A pop-up window is displayed in the center, offering a 'FREE EBOOK: T-Shirt Designs That Sell'. The pop-up includes a sign-up form with an 'Email Address' field and a 'DOWNLOAD NOW' button. The middle image is a screenshot of the MailChimp website. It features the MailChimp logo and the text 'Start collecting the data you need, so you can send your customers more personalized, relevant content.' Below this is a 'Pick A Plan' button. The bottom image is a screenshot of a website layout for 'FLEXSTART'. It shows a sign-up form for 'fitness tips!' with an 'Email' field and a 'Subscribe' button. A 'Layout' panel is visible on the left, and a 'Required' toggle is on the right.

USE YOUR EMAIL LIST TO NURTURE

- Draw your audience back to your site over and over again
- On average, it takes 7 interactions with a brand before a purchase takes place
- Provide great value – education, promotions – this is why knowing your audience is important
- What is valuable to your audience? What do they need help with?
- Exclusive drops & exclusive products



The screenshot shows the Transfer Express website. At the top, a blue banner contains the text "Get all our tips and tricks on starting and growing your apparel business" and an email subscription form with a "Subscribe Now" button. A red arrow points to this banner. Below the banner is the website's navigation bar, including the Transfer Express logo, "Blog Home", "Courses", "Transfer Selector Tool", "Educational Webinars", "TransferExpress.com", and a "Log Into My Account" link. The main content area features a breadcrumb trail: "Home → Artwork Ideas and Tips → New Outdoor Layout Designs to Add to Your Collection". The article title is "New Outdoor Layout Designs to Add to Your Collection". The text describes new spring designs and includes a photo of a child in a yellow t-shirt. A sidebar on the right contains a search bar, a "Free Online Event – April 7th" promotion for "Unleash the Color" with a "Sign Me Up!" button, and a "Free Online Webinar" link. A red arrow points to the sidebar event promotion.

Get all our tips and tricks on starting and growing your apparel business

Email

STAHLS' TRANSFER EXPRESS Blog Home Courses Transfer Selector Tool Educational Webinars TransferExpress.com Log Into My Account

Home → Artwork Ideas and Tips → New Outdoor Layout Designs to Add to Your Collection

New Outdoor Layout Designs to Add to Your Collection

It's time to get outdoors with a new Spring season coming into bloom! We are so excited for the renewing of spring and warmer weather approaching with new designs for you to customize for apparel!

You heard that right, there are 3 brand new design layouts to play and get creative with — as well as some fun new full color clip art from our friends at Great Dane Graphics.

We're revealing the new designs in this blog to help you create professional artwork and tips get grow your sales through custom apparel sales for the outdoors:

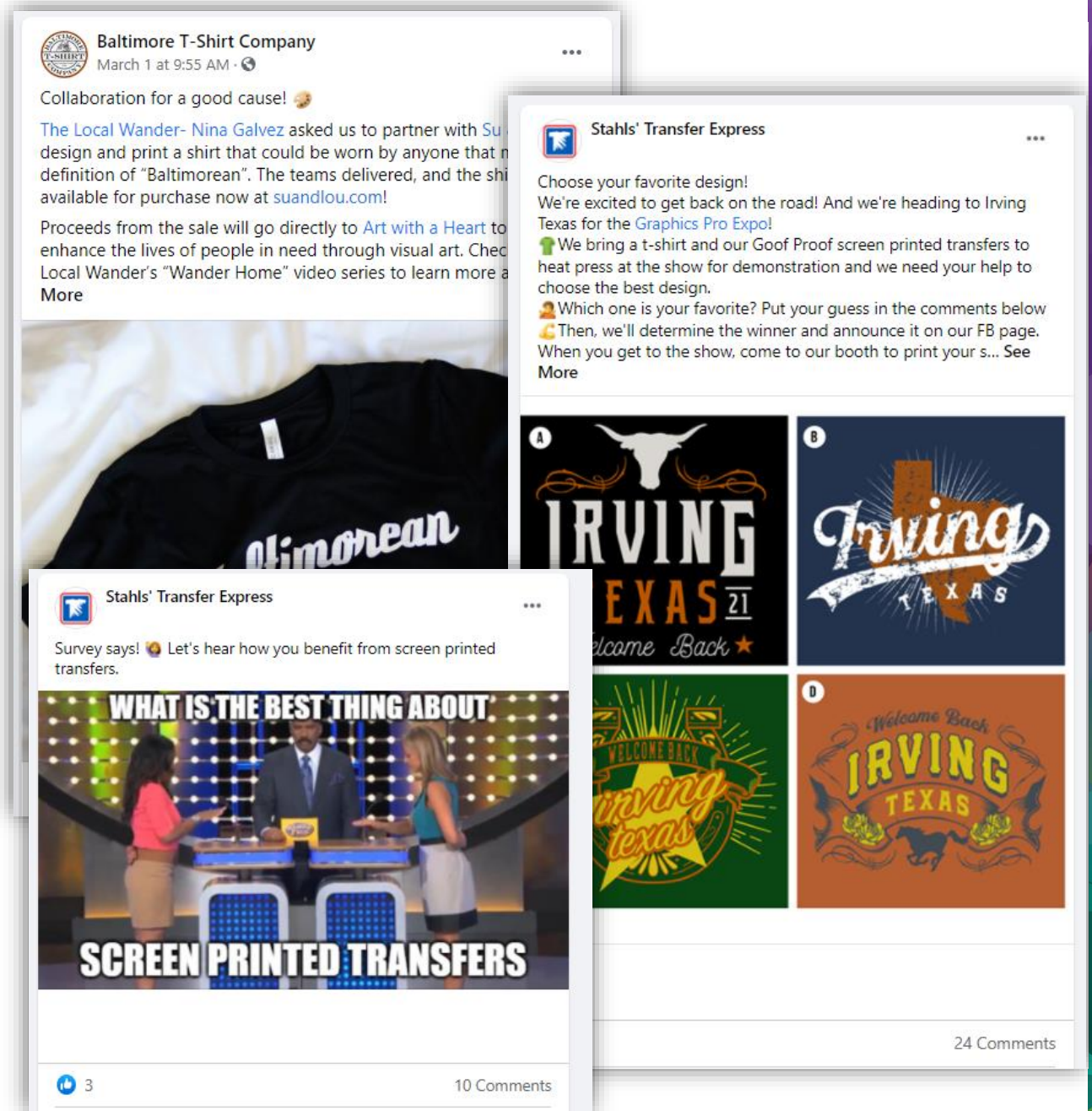
NEW OUTDOOR LAYOUT DESIGNS

Free Online Event – April 7th
Unleash the Color
Say Yes to Any Print Job
UltraColor™ is the Solution

Free Online Webinar

SOCIAL MEDIA

- First and foremost: be social!
- Interact with customers and potential customers
- When done right, you will naturally attract customers (inbound marketing).
- Add leads into your sales funnel.
- Bring them to your site and get them to sign up to your email list
- You don't own your social media followers – but you do own your email list
- Quality content over quantity



PAID ADS FACEBOOK / INSTAGRAM

- PPM (Pay Per Impression) or PPC

PPM: You pay each time your ad is shown. Set campaign objectives to maximize your spend (awareness vs traffic)

- Targeted Audiences

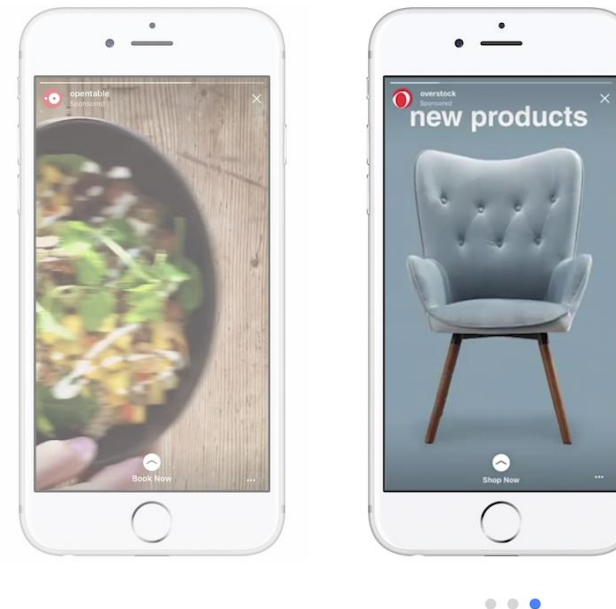
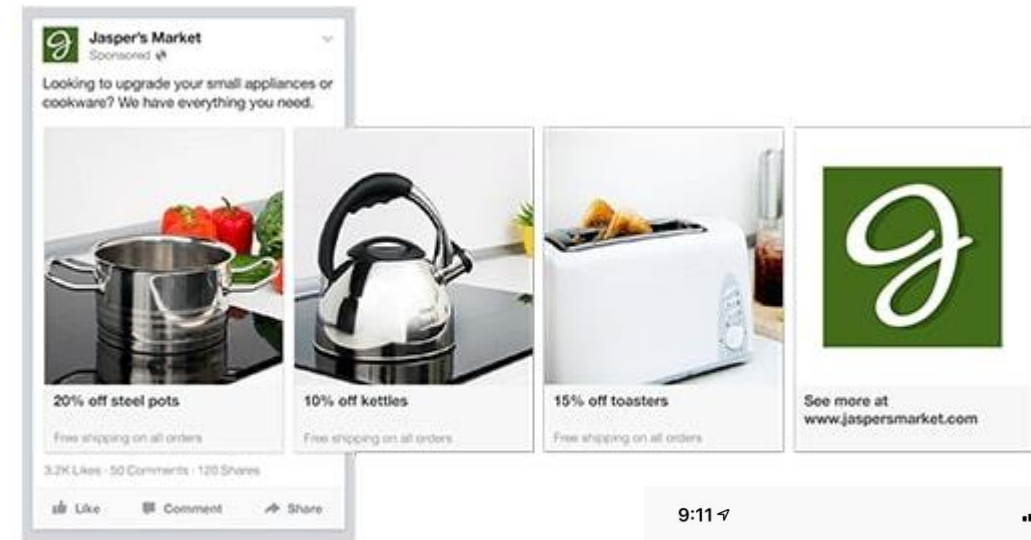
- Interests / life events (recently married) / Age / Gender / Locations / retargeting, etc

- Tons of Placements

- Feed, Timelines, stories, messenger, Instagram, etc

- Different Formats

- Single Images / carousel ads / videos / Story format, etc



PAID ADS FACEBOOK / INSTAGRAM

- Managed In Facebook Ads Manager
- Spend as little or as much as you want.
- Detailed Tracking information (Clicks / Impressions / Spend / Revenue / etc)
- Targeted campaigns get you the best return on investment
- Great way to make sure your followers see your posts.

Facebook Ads Manager interface showing a table of campaigns.

Account overview	Campaigns	Ad sets	Ads
<div>European Union Customers: Facebook needs to ensure that your tax information is correct in order to properly determine the application of Irish Value Added Tax ("VAT"). Please take a moment to update your VAT information.</div>			
Search Filters			
Add filters to narrow the data that you are seeing.			
This month: 1 Mar 2020 - 5 M			
View Setup Columns: Performance Breakdown Reports			
Campaign name	Delivery	Budget	Results
Post: "I/ JAVA ISLAND // Find out why you need to visit..."	Completed	Using ad set bud...	Post engagement
Post: "A bit of packing prep pays off... Here's how to..."	Completed	Using ad set bud...	Post engagement
Post: "Are you heading to Rio for the 2016 Olympic Games?"	Completed	Using ad set bud...	Post engagement
Post: "Vietnam's a big place, but with our guide you can..."	Completed	Using ad set bud...	Post engagement
Results from 4 campaigns			Post engagement
			People
			Total
			Per Post Engagement
			Amount spent
			£0.00
			14 Jan 2017
			£0.00
			18 Aug 2016
			£0.00
			16 Aug 2016
			£0.00
			3 Aug 2016
			£0.00
			Total Spent
			£0.00

When Facebook sells your information



What you think is
going to happen



What really happens

SPIRIT SALE

Stahls' solution to the ecommerce world

Set up online stores for your customers to buy online

Annual flat fee – no hidden charges or cost per sale

Unlimited amount of stores – create one for each team, one for the league. Also use for corporate wear and schools. Pays for itself quickly



Thank you for attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

- Email us: info@transferexpress.com
- Call us: 1-800-622-2280
- Read and Subscribe to our Blog - blog.transferexpress.com/
- Watch our videos and previous webinars - TransferExpress.com/Webinars
- Visit our website: TransferExpress.com
- Visit us at Trade Shows
- Connect with Us on Social Media
- Watch us on YouTube