

SOCIAL MEDIA TIPS

For your T-Shirt Business



AGENDA



TIPS FOR POSTING ON FACEBOOK AND INSTAGRAM

HOW OFTEN SHOULD I POST

IS TIK TOK RIGHT FOR YOU

HOW TO CREATE MOCK-UPS FOR YOUR POSTS

SHOULD YOU USE ADS

Build your business
Using Social Media



Starting Your Pages

- Downloadable Guide-Book will show you how to set up your business page for both Facebook and Instagram
 - Basic Setup Checklist
 - What's In Your Profile
 - Profile & Cover Photos
 - Privacy & Page Settings
 - Social Selling

<https://www.stahls.com/social-media-for-your-t-shirt-business>

Tips For Social Media:

- **Define Your Audience**
Choose the right platform based on your demographics
- **Create Engaging Content**
Informative, Engaging and relevant with high quality images and video (most phones are more than capable)
- **Post With a Goal In Mind**
Think about the objective: Sales / awareness / engagement / etc
- **Be Consistent**
Develop a consistent schedule to build a following and stay top of mind
- **Engage With Your Audience**
Respond to comments, comment on other posts, quickly reply to direct messages
- **Monitor Performance**
Business tools to see how your posts are doing



Social Post Ideas

- Trending Topics
- Share blog content
- Ask Questions
- Contests & Giveaways
- Promote your product
- Show off your personality
- Promote discounts or sales
- Share reviews and testimonials
- Recognize/Introduce your employees
- Go Live
- Share Memes
- Promote products

Let's take a look at some examples.....



TIP

Follow the 80/20 rule when crafting your content. Only 20% of your posts should be promotional. The rest should be tailored to your audience and things they find interesting and helpful.



Social Post Ideas

Photos of orders you have delivered to Happy Customers

- Easy to reshare customer content
- Include postcard or box stuffer encouraging customers to share their products with a specific hashtag (your business name)
- Offers social proof for prospective customers
- Showcases your capabilities



Doing a pre-order sale for St Patty's Day designs!

\$18 plus shipping!

Add \$2 for 2XL size shirts!

\$15 for youth/infant/toddler sizes!

... See more



1

Seen by 3

Social Post Ideas

Post Seasonal sales with ordering information at least a month before it is needed

- Price clearly listed
- Show options & colorways
- Mention how to order

Social Post Ideas

Celebrate successes
Cute always wins!

Tell The Story

- Quick Turn
- Customization
- Relate To Your Audience



Thank you Robin at HR Personal Expressions for the perfect little onesie to celebrate our new little one ❤️ She is too precious for an overload of adu... See more



Social Post Ideas

Timing is everything:

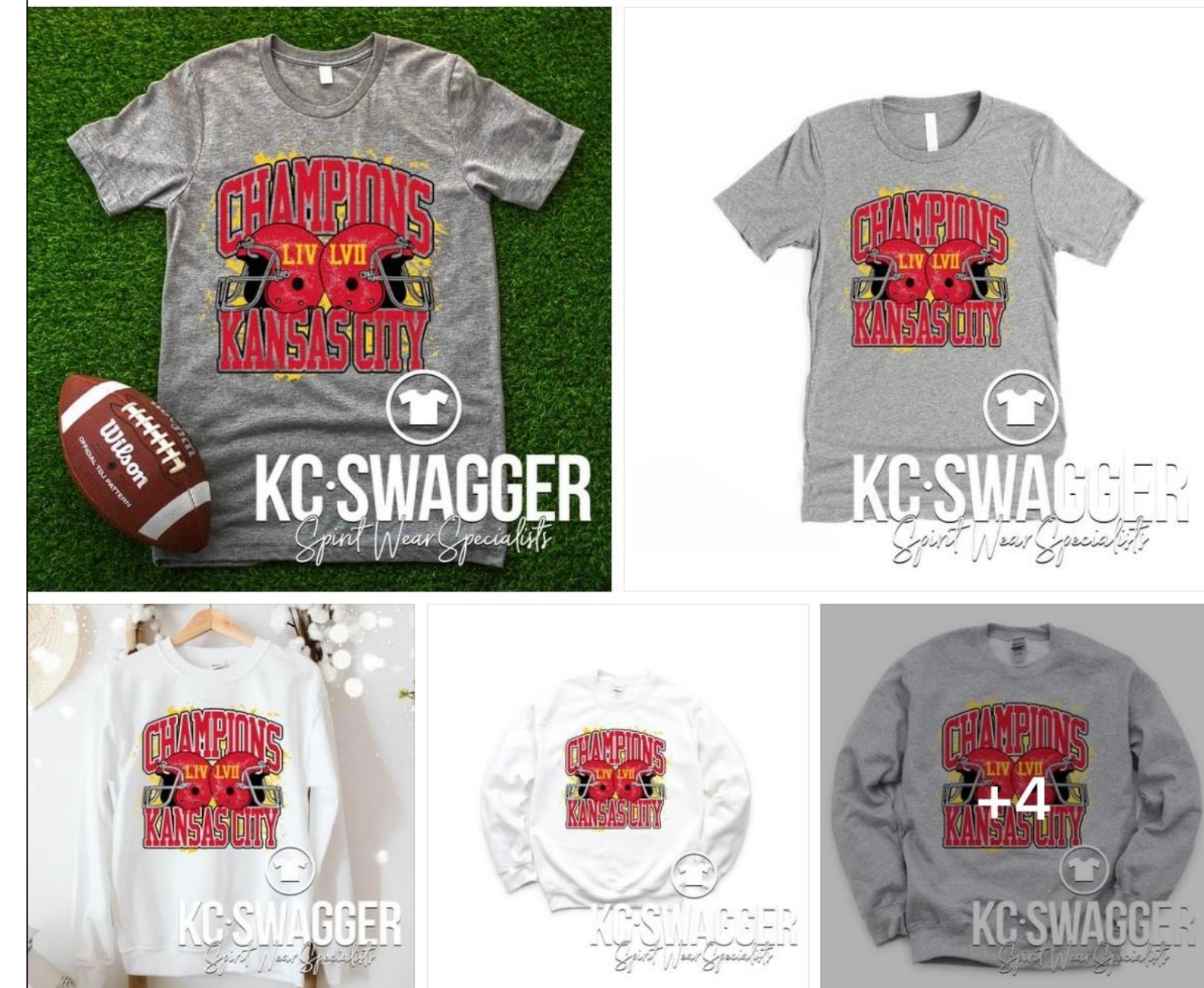
This went up the moment the game ended

Use the same ideas for:

- High school championships
- First day of school
- Travel team tournaments
- Cheer competitions
- Current Events

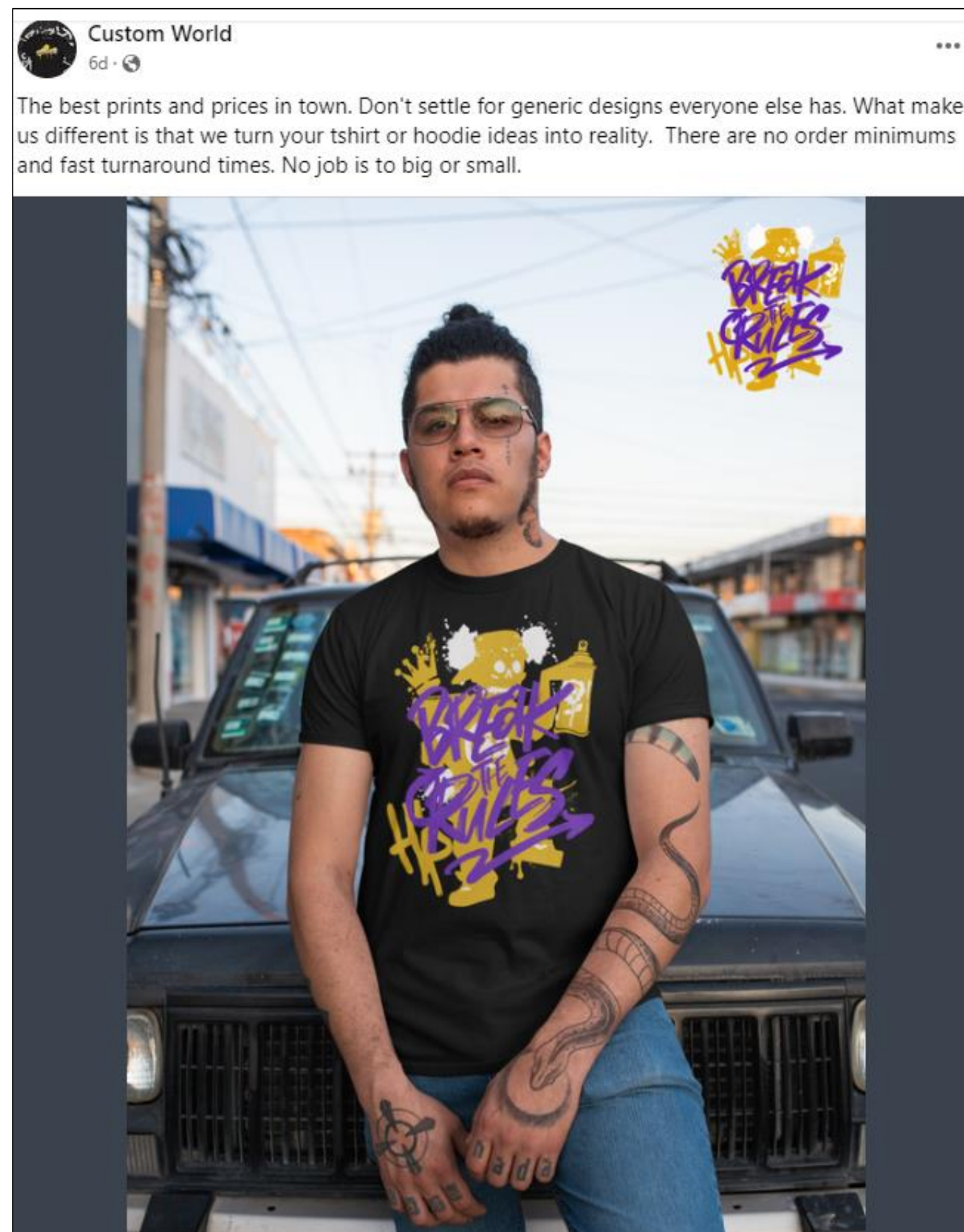
Did you know we have youth sizes too? We are working on the first batch of Championship shirts, but we are still accepting orders. Don't miss out on this piece of history celebrating the fact that we won TWO championships in four years, CRAZY!!

kcswaggershop.com



10

4 shares



Social Post Ideas

Talk about your benefits. Here Custom World talks about:

- Custom offering
- No Minimums
- T-Shirt or Hoodie
- Fast Turnaround

Social Post Ideas

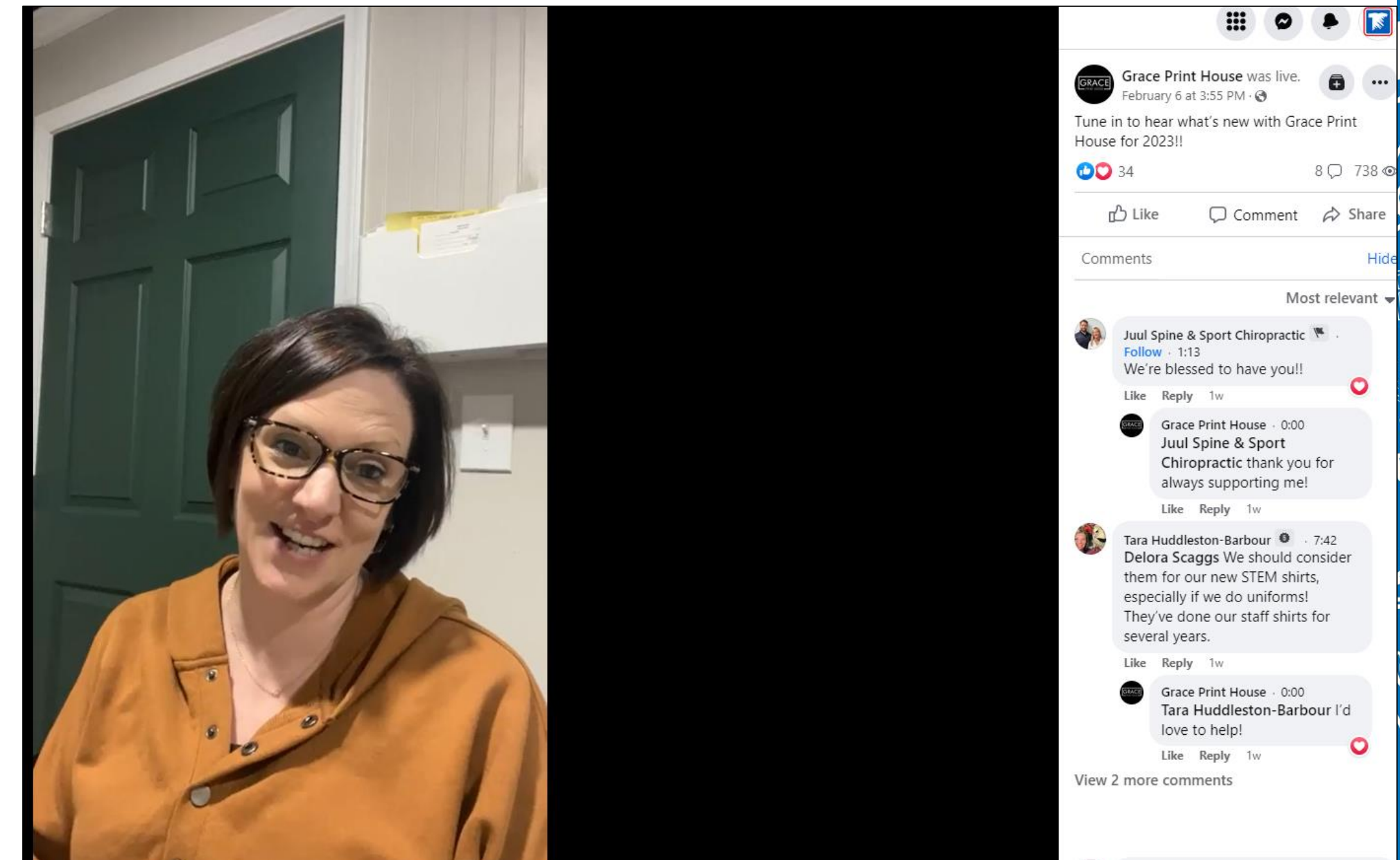
Go Live!

Don't be afraid to show off your personality and get in front of the camera!

You can still show products or services if you don't want to be on screen

Here is Grace Print House talking about what is new for 2023

- almost 800 views
- many likes/comments
- took about 5 minutes!



Social Post Ideas

Use Reels & Short Form Video

- Can be shared across multiple platforms
- Provides brand awareness
- Can tell your story or behind-the-scenes
- Customers love short form video



Social Post Ideas



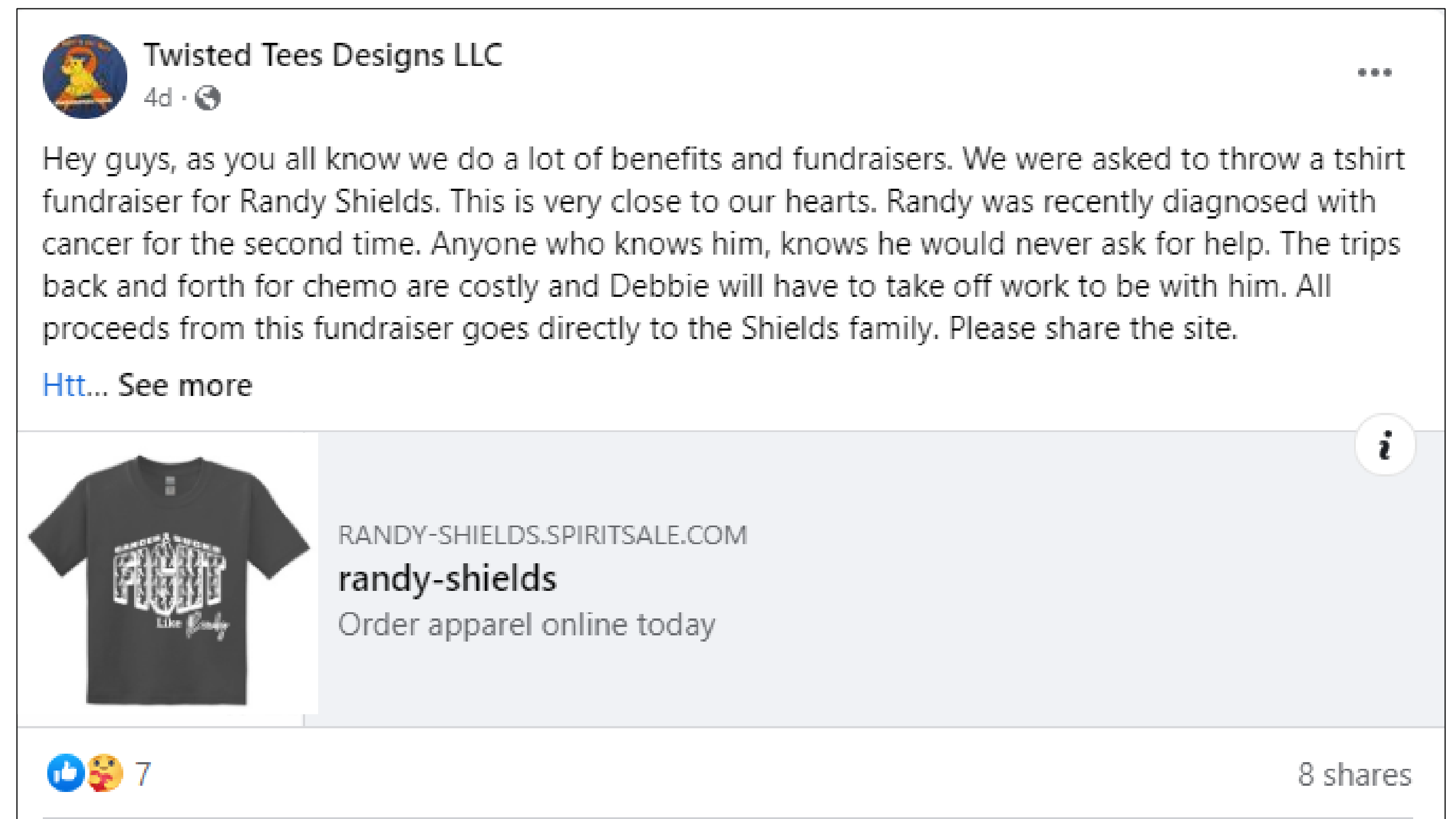
Collaborate & Cross promote

- Both you and your customer win!
- Helps elevate your customers
- Can attract new business from their following
- Encourages other businesses to share your posts: Expanding your audience

Facebook Post Ideas

Fundraisers with online stores

- Shows you care
- Great for community
- Highlights good cause
- Commonly shared
(Wider visibility)



Facebook Post Ideas

Engage socially

- Polls-Will you be at CityFest?
- Which design do you like best?
- True/False



Instagram vs Facebook

INSTAGRAM VERSUS FACEBOOK

Visit www.PEDIAA.com

INSTAGRAM	FACEBOOK
Instagram is a free, online photo-sharing social media platform and application	Facebook is a social media platform where users can share different types of information and posts with other users
Allows posting photos and short videos	Allows sharing various types of media, including photos, short and long videos, articles, website links, and quizzes
Smaller Audience than Facebook	Has a larger audience than Instagram
More popular among young people	Popular with all age categories
Mostly used as an app	Has both app and web versions

Instagram Posts



Use hashtags

- Location based (#your city)
- Business related #shoplocal
- Branded Hashtags #(your brand)
- Product Offering #customtshirts

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How Often Do I Post?

Keep in Mind:

- Quality over quantity
- Use the resources you have
- Create and schedule content in batches
- Consistency is Key / Measure success and adjust for your audience
- Depends on platform for frequency



Ideal: 3-4 / Week
Min: 1 / Week



Ideal: 2 / Day
Min: 3 / Week



Ideal: 2-3 / Week
Min: 1 / Week

IS YOUR BUSINESS ON

TikTok?

did you know...

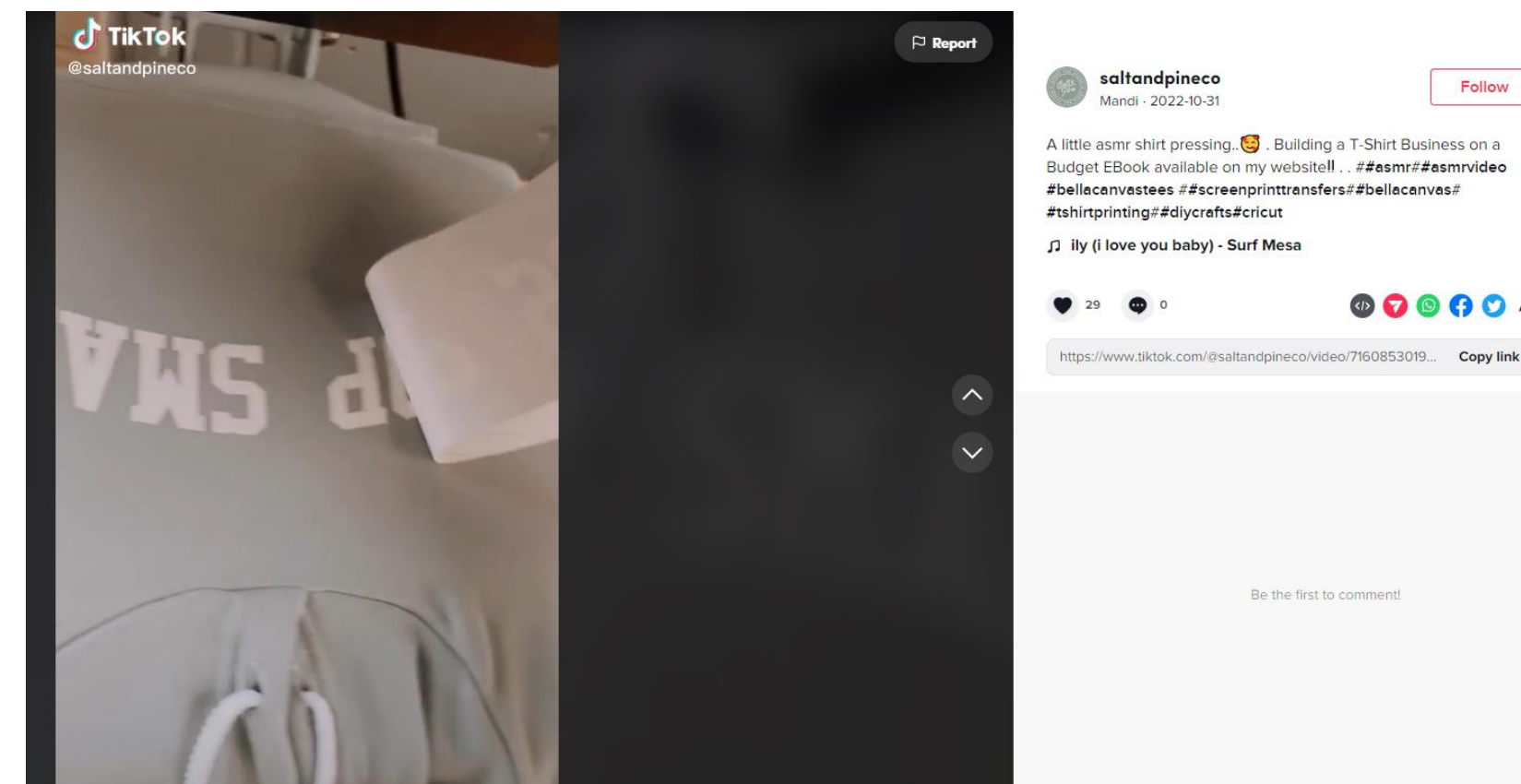
52%

of users say they find new products from TikTok



Should I Use Tik Tok

- Videos are short and relatable
- Link to other platforms or website in profile
- Fastest growing social platform
- Use trends to gain more views



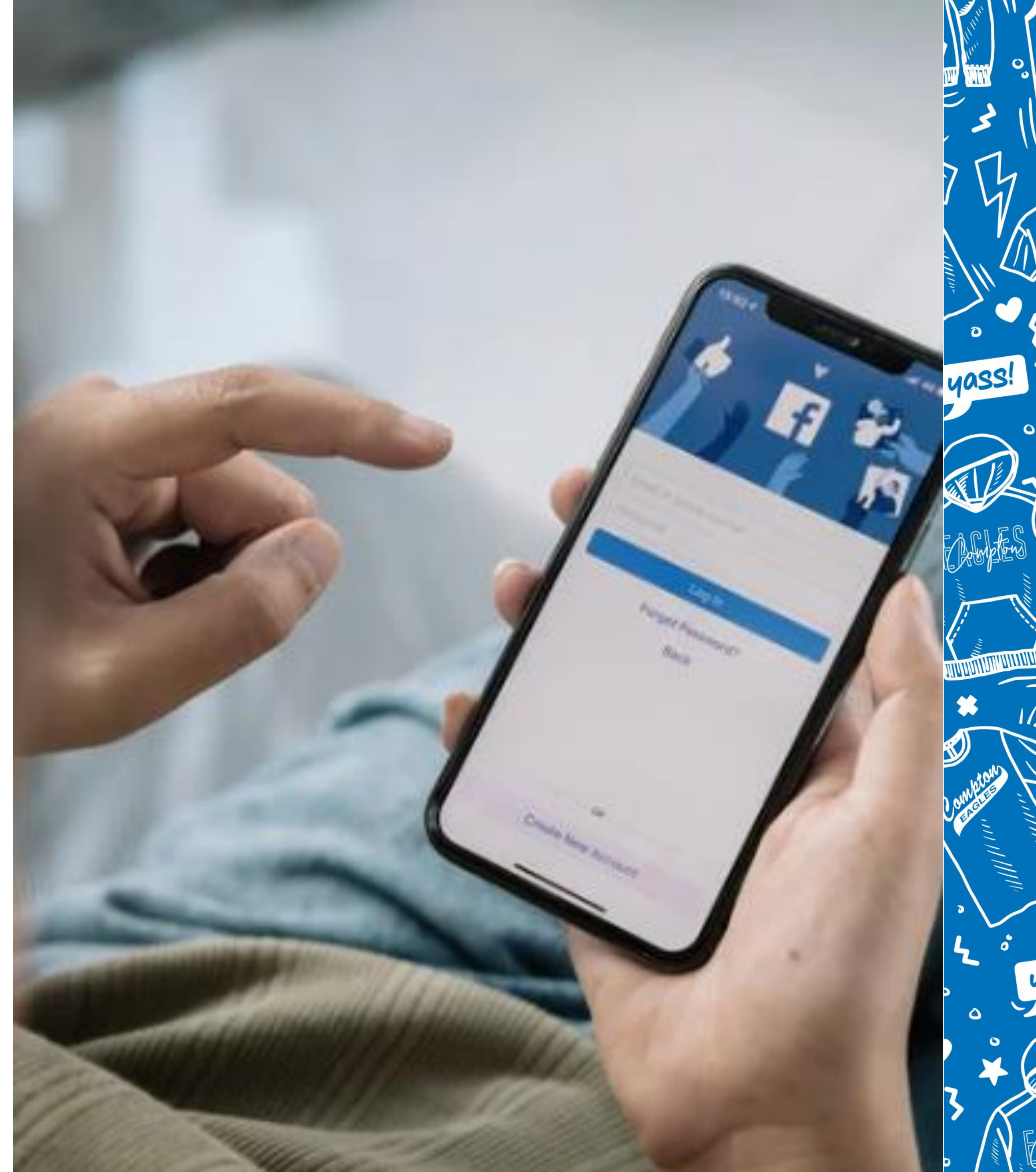
Creating Mock-Ups



- Easy to create in Easy View, the online designer
- Apparel and model choices built in
- Upload a photo with Etsy look – Great for lifestyle shots on social media too!
- Items in photos help tell the story and make it more relatable.
- Model shots show fit / finish of garments

Should I Pay for Ads?

- Understanding Audience Is Key
- Cost is relatively low (Pay Per Impression)
- Boosted Posts vs Ads
- Easy To Target Your Audience
- Set clear objectives
 - Purchases
 - Leads / Followers
- Powerful Analytics Available
- Lookalike Audiences to Get New Business



Easy Prints Marketing Kit

Your T-Shirt Business In A Box

Sell more custom apparel with a personalized Idea Book, 20+ full size transfers, color selector swatch book, \$15 off coupon and more!



Webinar Special:
20 FREE MOCKUPS

With a Marketing Kit Purchased Today
\$49 + Shipping



THANK YOU.

Any Questions?



Q&A

STAY IN TOUCH

We're here to help you grow your business!

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info@transferexpress.com

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