

HOW TO MARKET YOUR T-SHIRT BUSINESS



AGENDA



Finding Your Target Audience

Basic Price Strategies

Email Marketing

Social Media Tips

Website SEO Tips

Advertising

Displays, Proofs and Samples



Finding Your Target Audience

- Definition: a group of people defined by demographics and behavior.
- Gender, Age, Profession, location, interest, profession, etc
- Start with people like you---church, sports, hobby, school, and events you participate in. What is your passion?

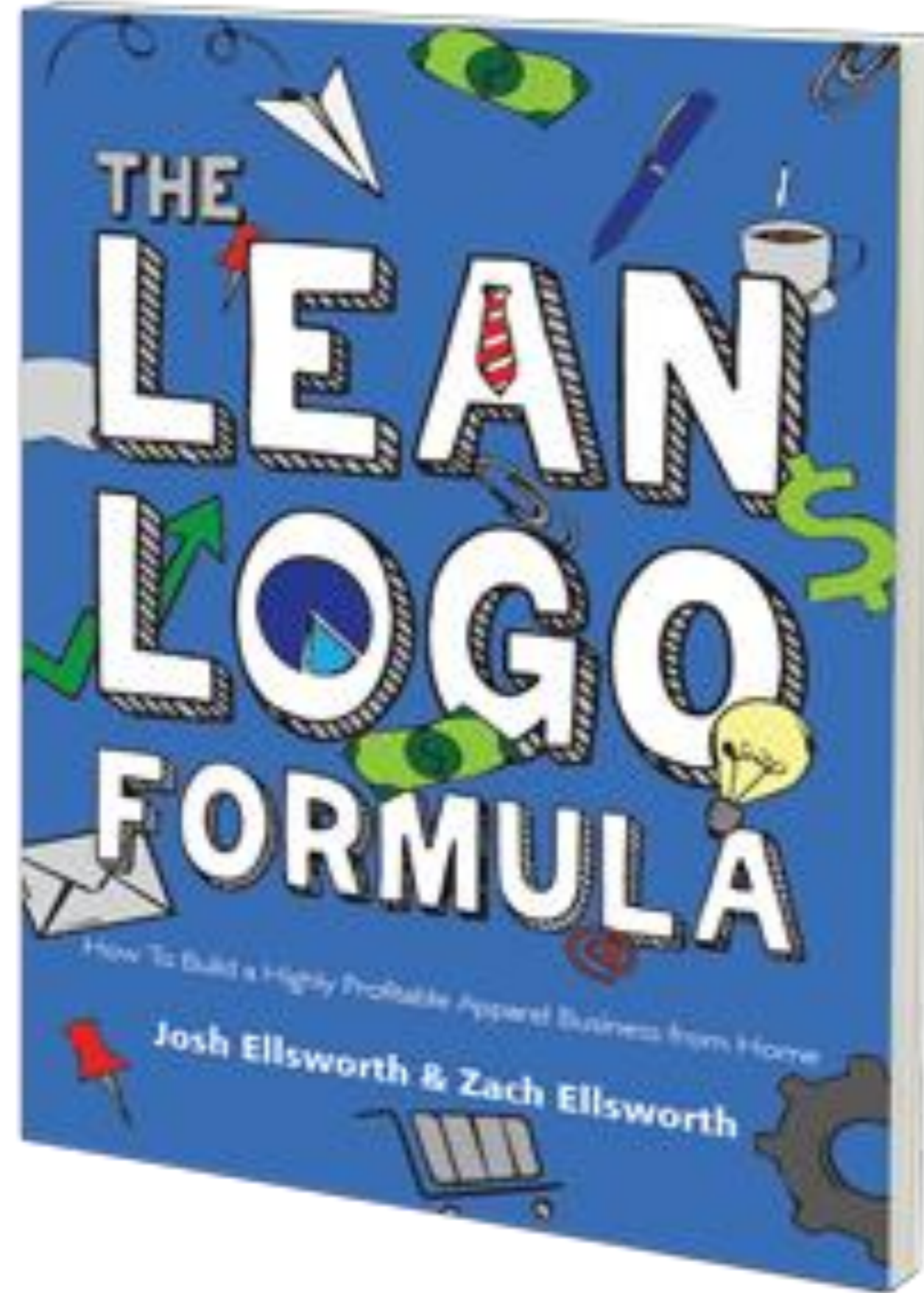


Successful Target Markets

- Trevor Murphy and his passion for disc golf
- Michelle Scott focused on 4-H groups
- KC Swagger specializes in Spirit Wear
- Bulldog Custom Tees specializes in religion & faith-based tees
- Focus on your niche and own it!



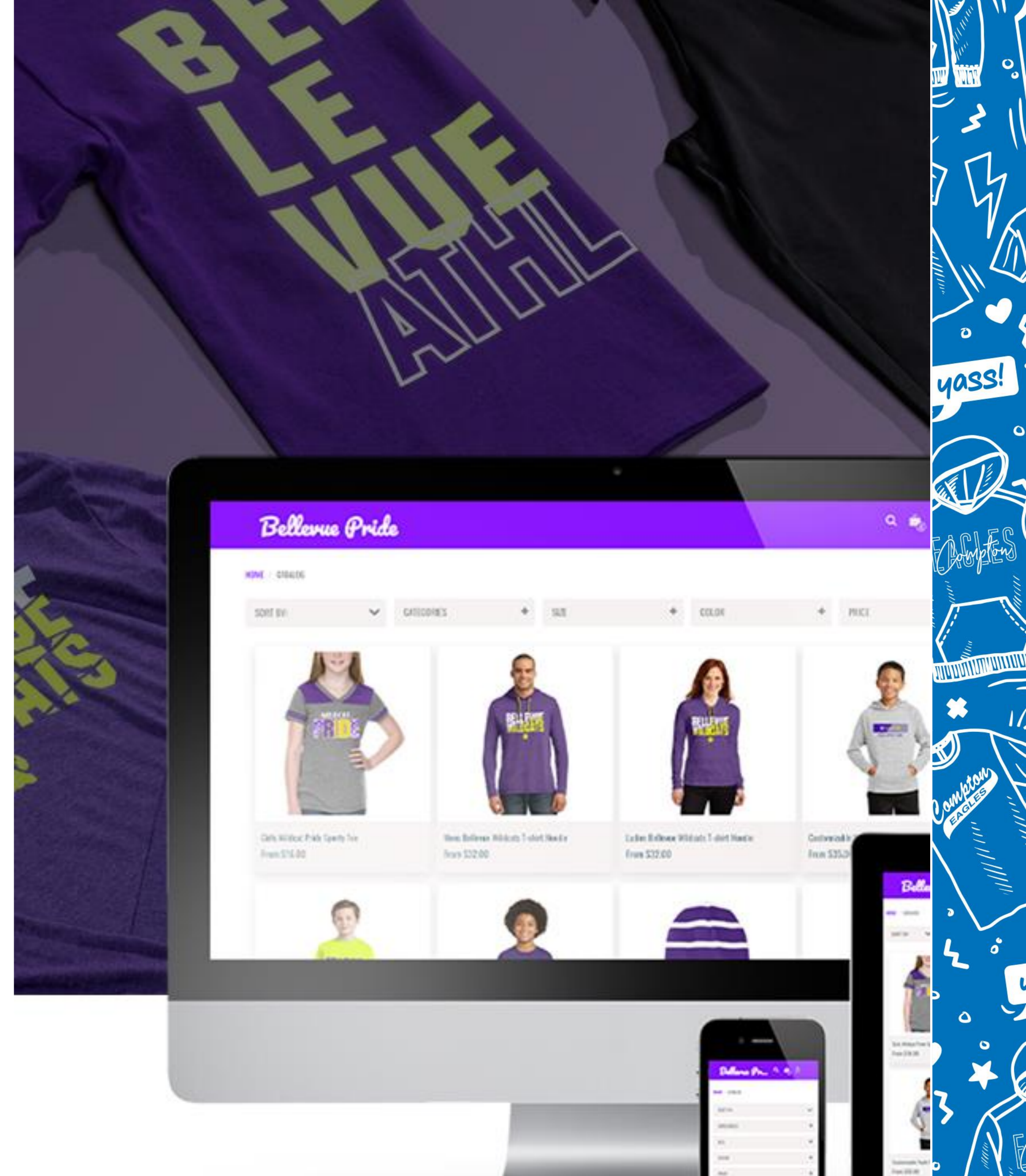
Basic Price Strategies



- Cost x 2
(Apparel Cost + Print Cost) x 2
- Custom Ink Comparison Pricing (It's who your customers are likely to see first)
- Publish a price list This is the suggested retail price list at our site (your customer cost, not yours)
[Suggested Retail Pricing | Transfer Express](#)
- Lean Logo Formula
[The Lean Logo Formula | Transfer Express](#)

Build Your Website

- Spirit Sale
 - Unlimited stores
 - Easy to set up
 - No extra fees, annual cost
- Other Easy to Build Sites
 - Wix
 - Shopify
 - WooCommerce
 - Big Cartel
 - Squarespace





Email Marketing

- Build your list
 - Opt-in on your website
 - Offer Giveaways/Contests to gain the email address
- Some resources for email service providers
 - MailChimp
 - Constant Contact
 - Active Campaign
- Nurture Your List
 - Often takes 7 contacts / touchpoints before a purchase



Social Media Tips

- Pick your channel and post consistently
 - Facebook is a more mature audience
 - Instagram is a younger audience
 - Don't discount Tik Tok
- Create engaging, social content
 - Quality over quantity
 - Use photos of your work
 - Ask questions
 - Share reviews or testimonials
- Engage with your audience
 - Respond quickly
 - Comment on other posts



Content & SEO

- Use Keywords that align to your goals
 - If geographic region or local-centric theme, use that
 - Let Google tell you what people are searching
- Google Trends
- Google Search Console
- Semrush
- wordtracker



The screenshot shows a keyword research tool interface for the search term 'custom motorcycle shirts'. It includes filters for metrics like Volume, Competition, IAAT, and GSC keywords. A table lists various related keywords with their respective search volumes and performance trends.

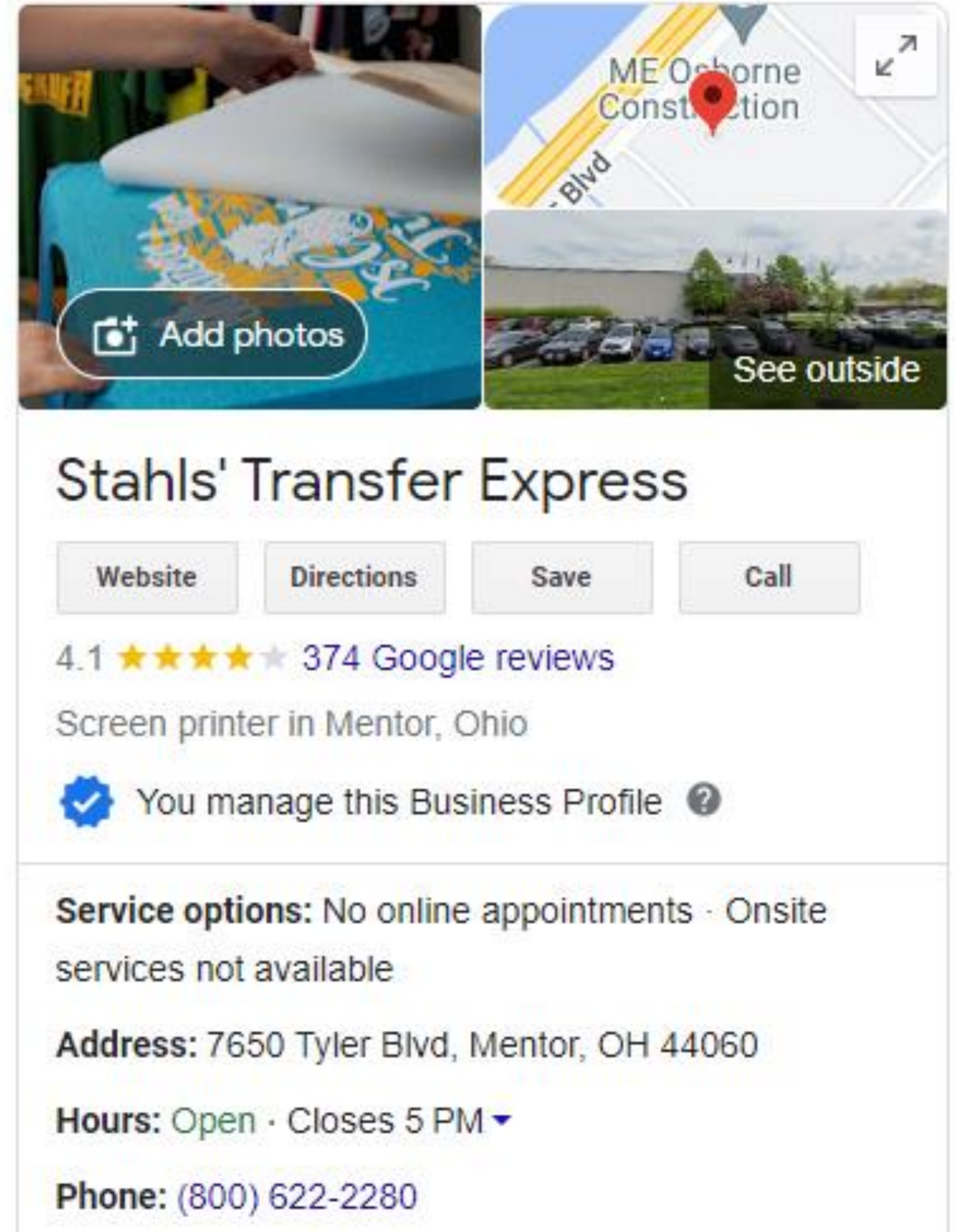
Keyword	Performance	Volume
custom motorcycle garage shirts	[Line graph]	70
wholesale custom motorcycle shop t shirts	[Line graph]	55
custom motorcycle t shirts	[Line graph]	44
custom t-shirt design Ideas for annual motorcycle christmas toy run ...	[Line graph]	40
custom t-shirt design Ideas for motorcycle christmas toy run 25th an...	[Line graph]	40
custom motorcycle t-shirts	[Line graph]	28
custom t-shirt designs for motorcycle christmas toy run	[Line graph]	28
gs eagle ment's america customer motorcycle graphic tee shirt - kee...	[Line graph]	28
rod custom motorcycle t shirts	[Line graph]	28
Custom motorcycle "shop shirt"	[Line graph]	24
Custom motorcycle "shop shirt" Custom motorcycle "shop shirt"	[Line graph]	24
custom motorcycle club shirts	[Line graph]	24

wordtracker.com



Content & SEO

- **Google My Business-free** tool to promote your business on search and maps
 - Reviews, photos of products and special offers
 - Can list with or without a physical address, for example a home business may not want the address listed)



The screenshot shows a Google My Business profile for 'Stahls' Transfer Express'. At the top, there are two images: one showing hands holding a white t-shirt over a blue t-shirt with a graphic, and another showing a map with a red pin and a photo of a building with a parking lot. Below the images are buttons for 'Add photos', 'Website', 'Directions', 'Save', and 'Call'. The profile has a 4.1 star rating from 374 Google reviews and is located in Mentor, Ohio. It also indicates that the user manages this profile and provides service options, address, hours, and phone number.

Stahls' Transfer Express

Website Directions Save Call

4.1 ★★★★★ 374 Google reviews

Screen printer in Mentor, Ohio

✓ You manage this Business Profile ?

Service options: No online appointments · Onsite services not available

Address: 7650 Tyler Blvd, Mentor, OH 44060

Hours: Open · Closes 5 PM ▾

Phone: (800) 622-2280

Advertising-Paid Google Ads

PPC (Pay per click) Google Ads

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

Google Shopping Ads

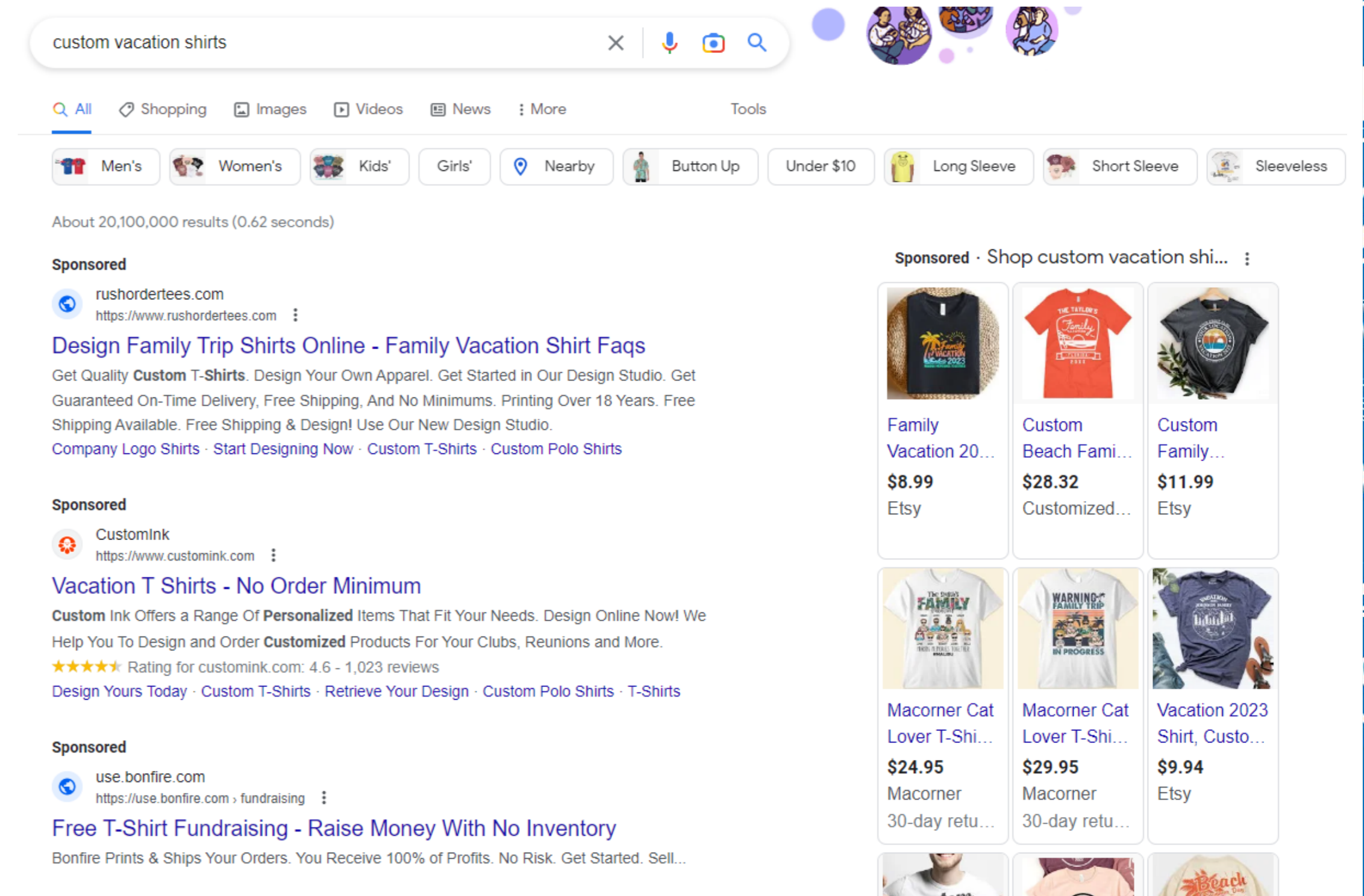
Great for clothing lines, designs, Etsy stores

Search Ads

Custom T-shirts or Targeted Pre-Made Designs

Remarketing Ads (Display Ads)

Targeted towards your site visitors if you have enough traffic to your site



Displays, Proofs and Samples



- Use the free sample pack and mini shirts to create a take with you sample pack
 - Youth / XS t-shirts (\$2.50 each)
 - Carabiner clip
 - Grommet tool kit (\$10)
 - Product samples (free)



Displays, Proofs, Samples & Designs

T-Shirt Design Services

- Design services can be advertised.
- Many customers do not have print-ready artwork
- Can help differentiate from your competition

Easy View Designer Makes It Possible

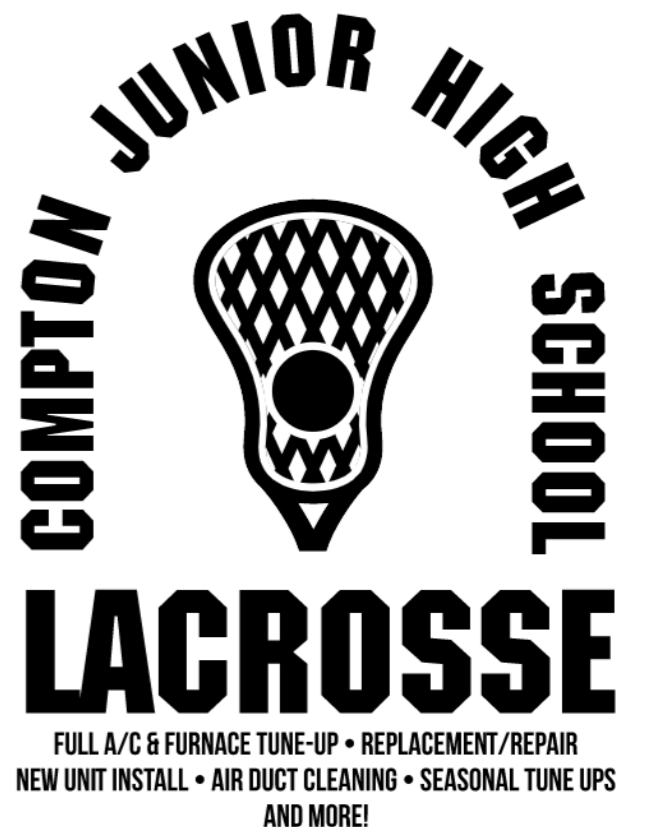
- Create Professional Artwork in Minutes

IdeaBook

- Saves time, wows customers
- Makes your new business look established and fully capable



QBU-394





Displays, Proofs and Samples

- Use the Marketing Kit to create full size sample displays
- Includes Point of Sale tools
 - Color Selector
 - Posters / Sticker
 - Sample Shirt (I print custom apparel)

- **Marketing Kit \$49**

- With \$15 Product Credit

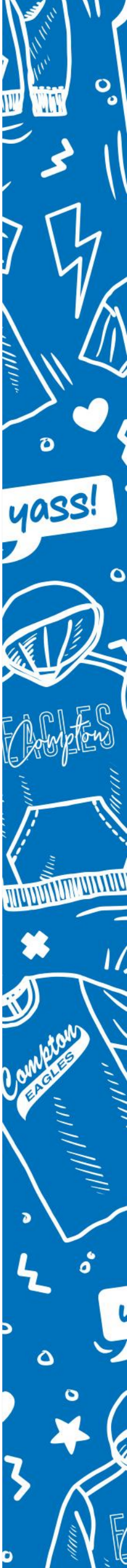
- Display Transfers **\$15**
- Color Selector **\$20**
- Idea Book **\$15**





Displays, Proofs and Samples

- Create free proofs + mockups right in Easy View (For Free!)
- Use on social
- Close sales with customers
- Use on your website



Bonus Marketing Tips

- 1. Tell People What You Do** – Have a sign in your window, or a window decal in your car if you are a home business. Let them know what you can do for them.
- 2. Ask for the Sale** – You would be surprised how often this is not done – if you sell them a shirt ask if they want matching shorts or a bag. Or add a name.
- 3. Add Dates to Custom Shirts** – Incorporate the date and a new shirt will be needed the next year.
- 4. Add A Shirt Tag to your shirts**– This lets your customer know who to come back for reorders and future orders. Shirt tags are an easy add on
- 5. Sell color** – Let the customer see multi color examples. Make more money from the same customer.
- 6. Be Your Own Walking Billboard** – Wear your work! Carry business cards.
- 7. Take the Show on the Road** – Take your heat press to an event, bring a rack of apparel so they can choose the shirt and apply the print as they wait
- 8. Print Your Own Money** – Print up coupons for add on items that will cost you nothing. For example, for every team order of 12 or more, free tote bag. These bags cost about \$1 and you can use an over run to print it



TOAST TO TRANSFERS VACATION EDITION

- Goof Proof / UltraColor Max
- T-Shirt, Cinch Tote Bag, Passport Pouch, Luggage Tag
- Event: Thursday, MARCH 30th, 7PM ET

Display Pack to Show Off Your Capabilities!

\$35

+ FREE 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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