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
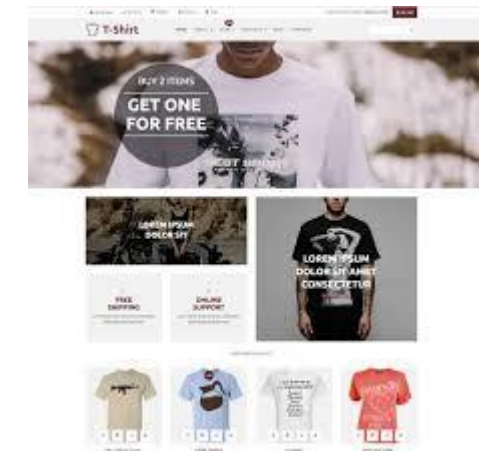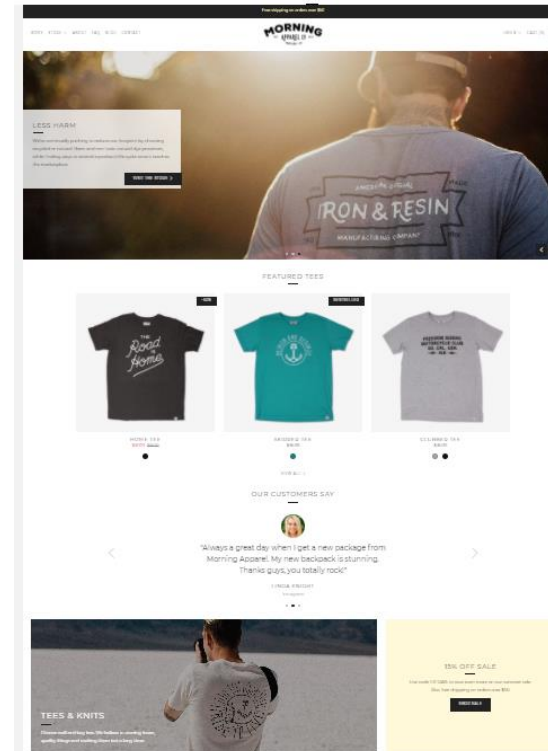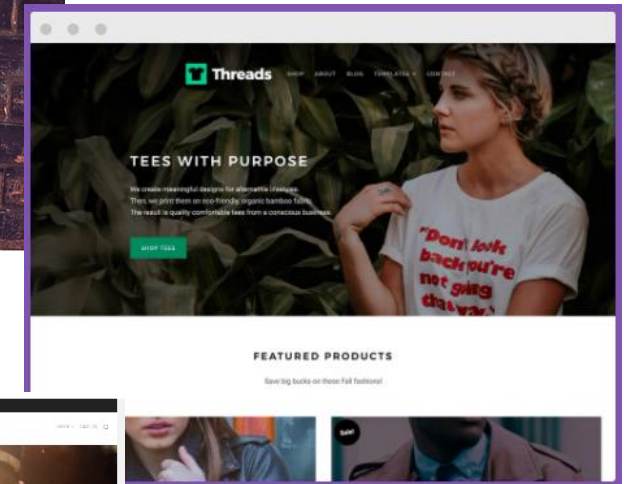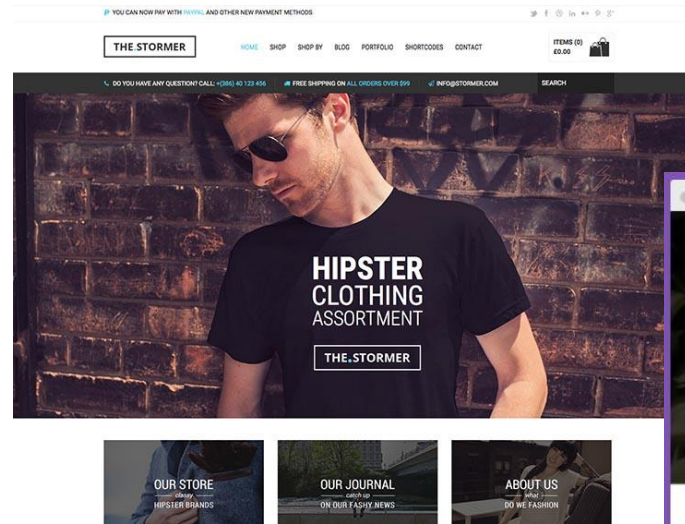
CONTENT & SEO

- 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.
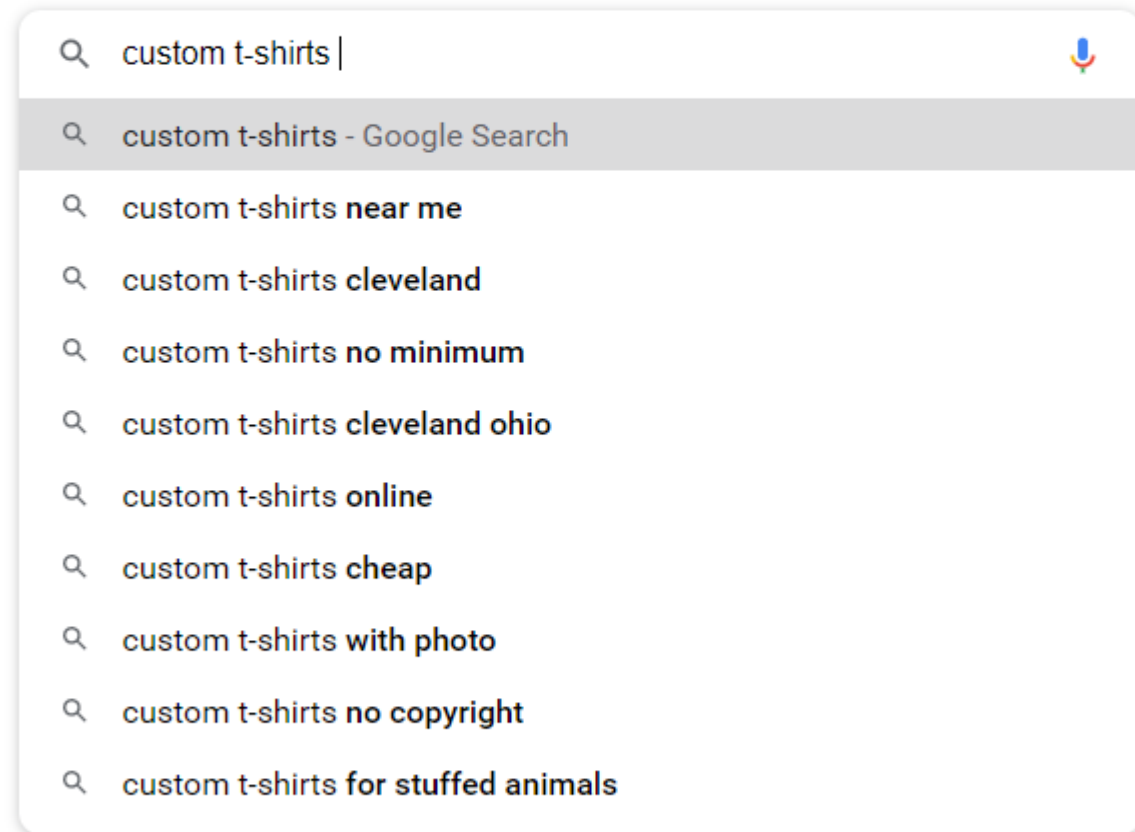
LOCAL SEO

- **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)
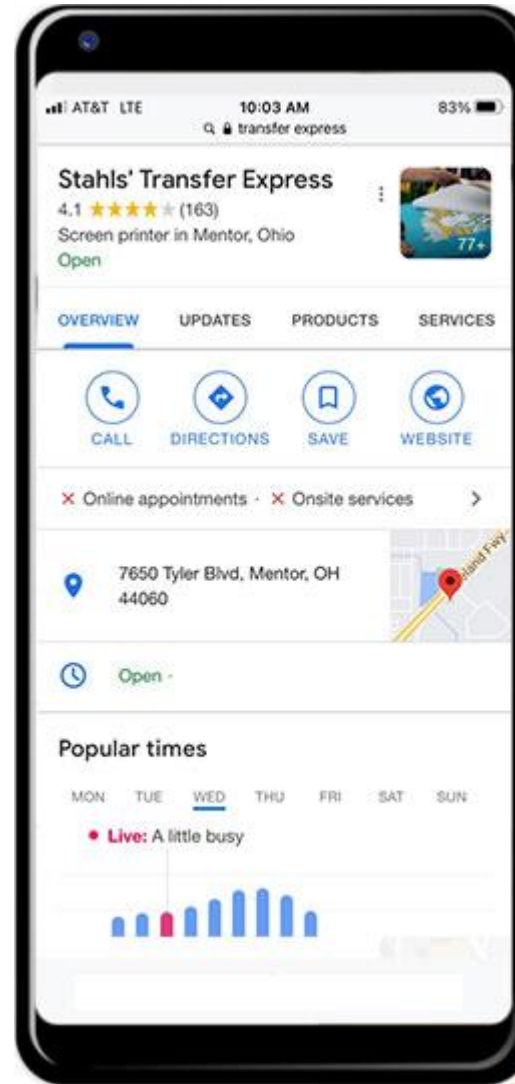
PAID ADS
GOOGLE ADS

- ## 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)

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
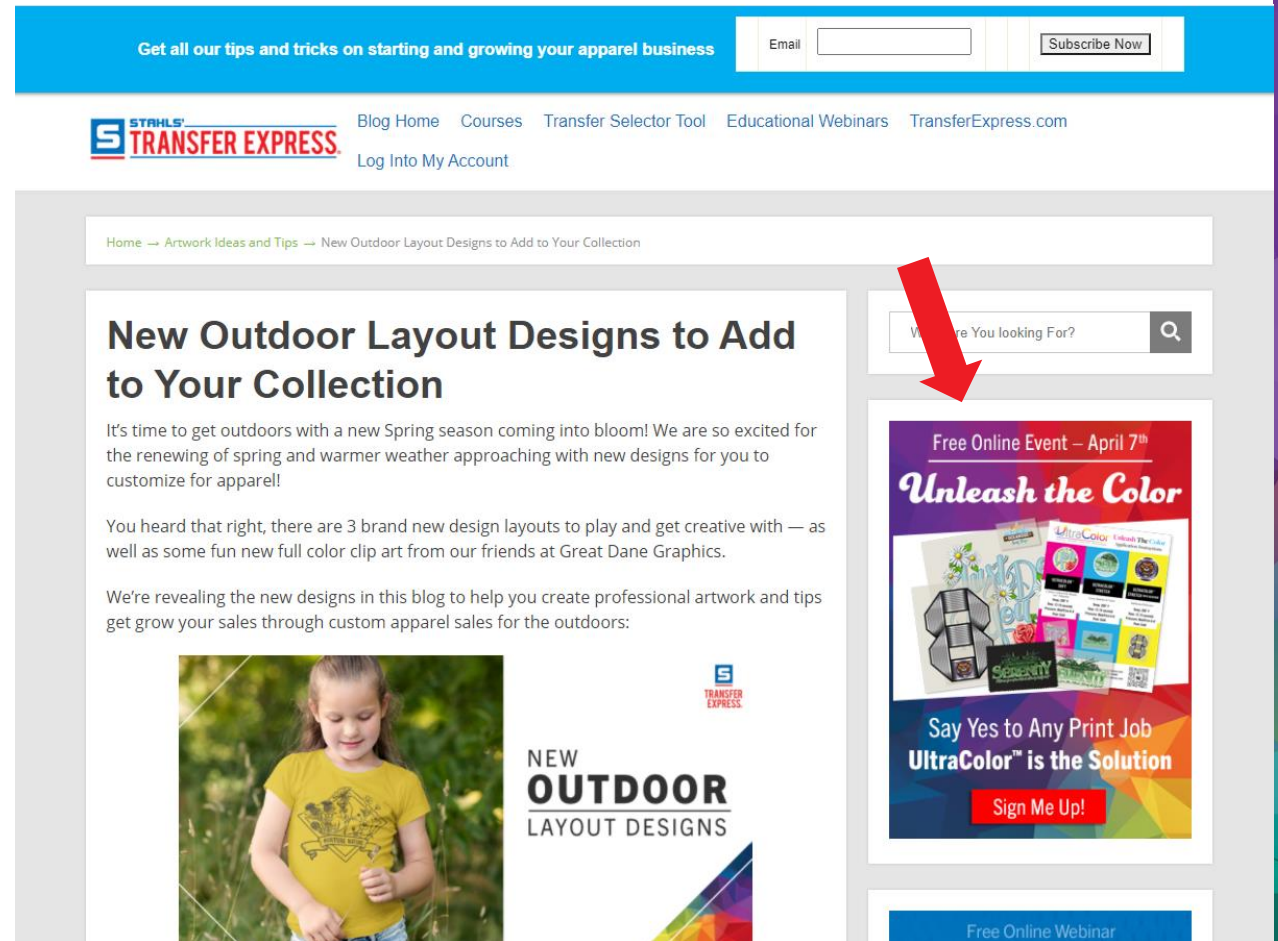
- Works great with Google Analytics
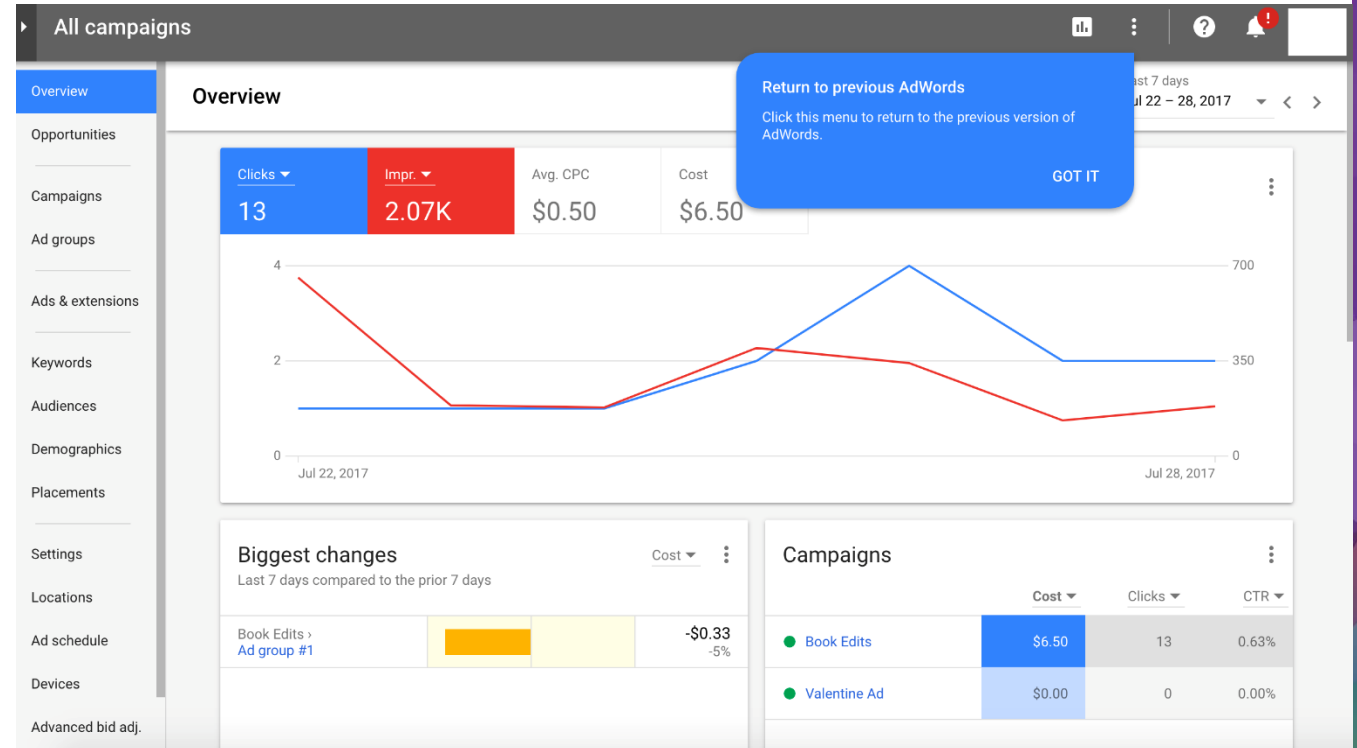
GROW AN EMAIL LIST

- 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)

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

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
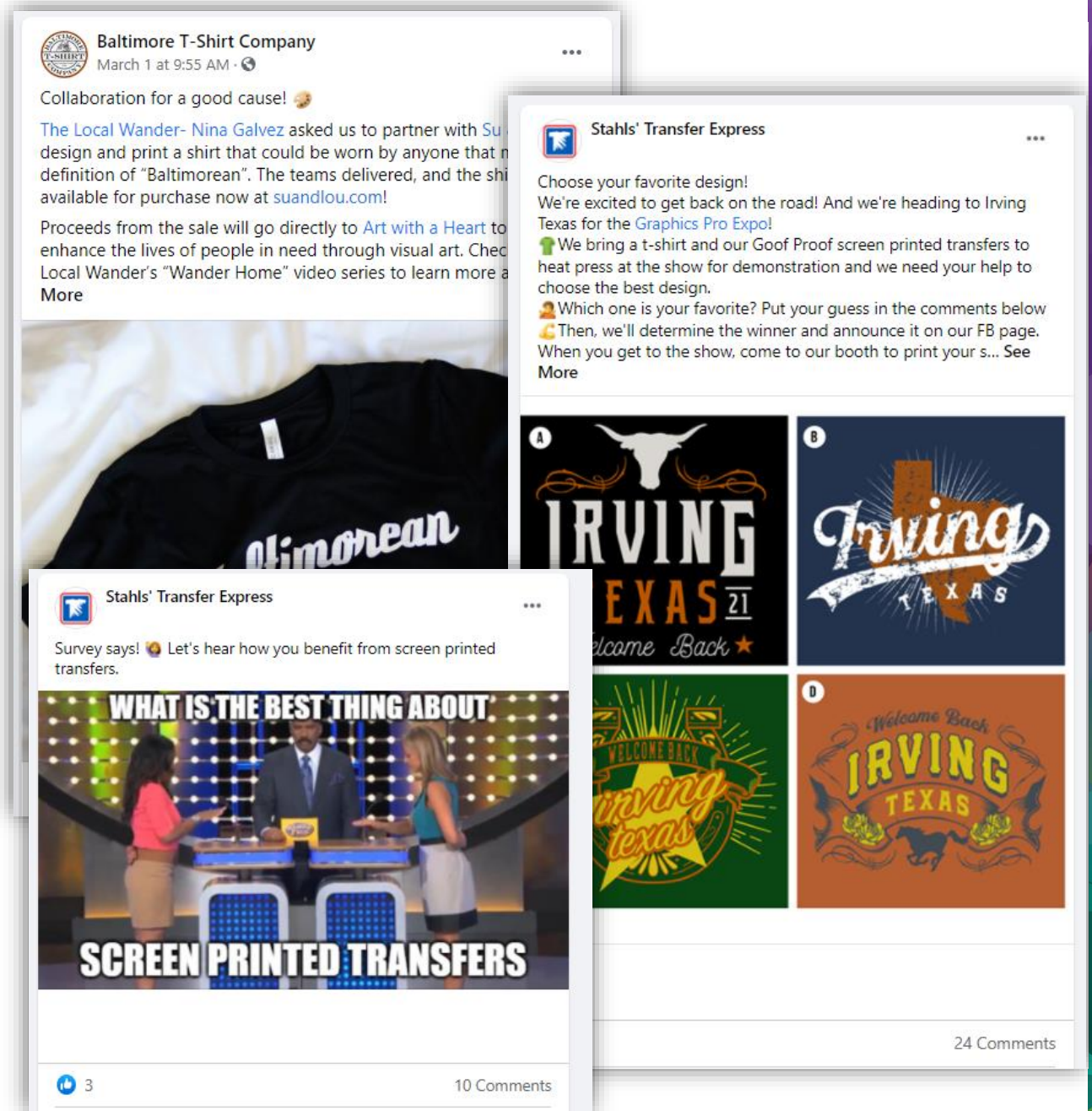
PAID ADS
FACEBOOK / INSTAGRAM

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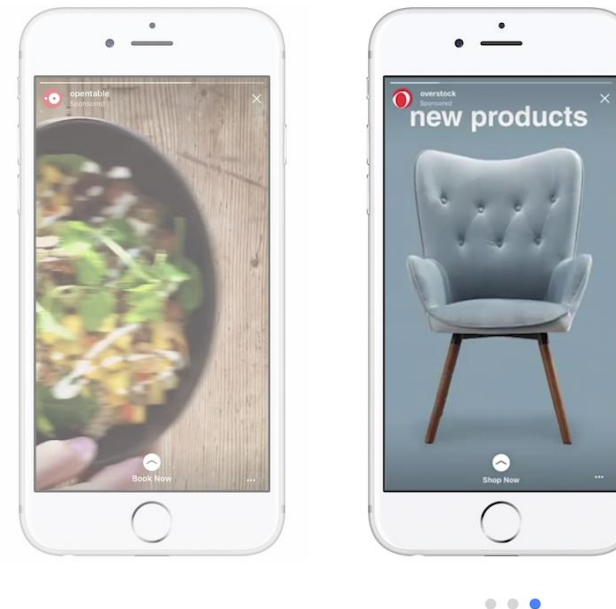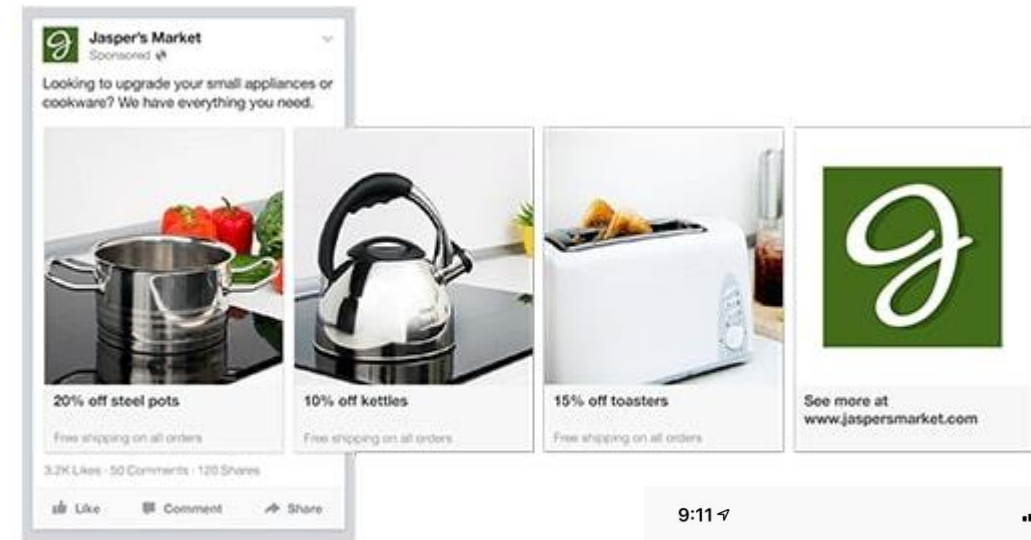
- Targeted Audiences
    - Interests / life events (recently married) / Age / Gender / Locations / retargeting, etc

- 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.

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!

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