

# HOW TO MARKET YOUR T-SHIRT BUSINESS ONLINE

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# AGENDA

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- 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

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- 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

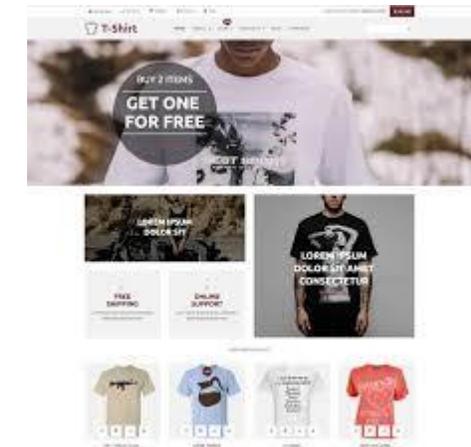
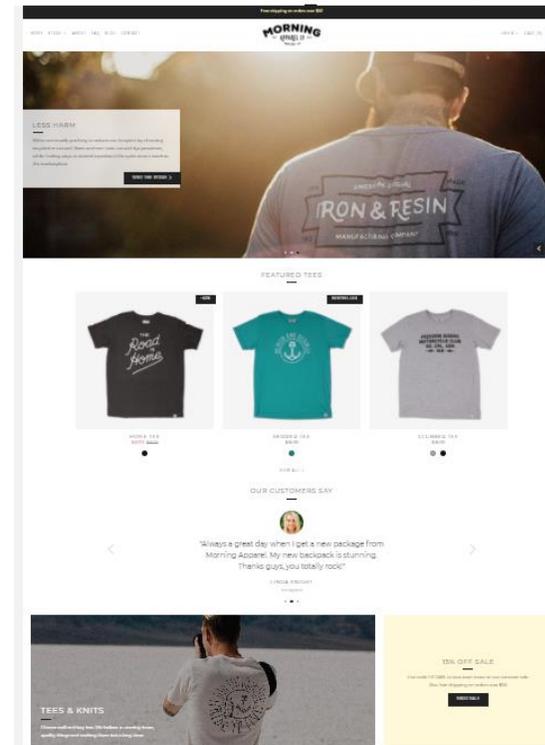
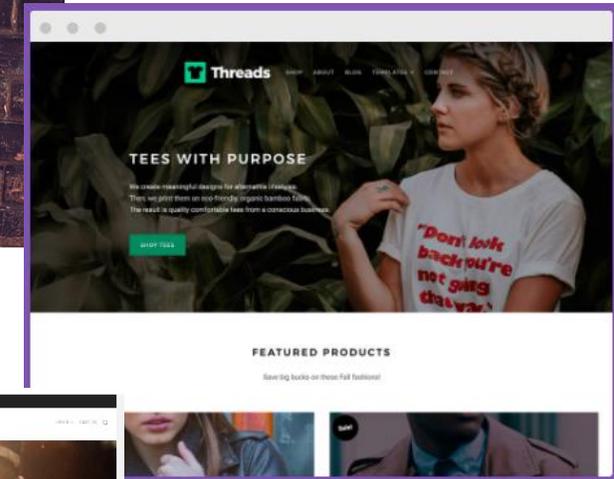
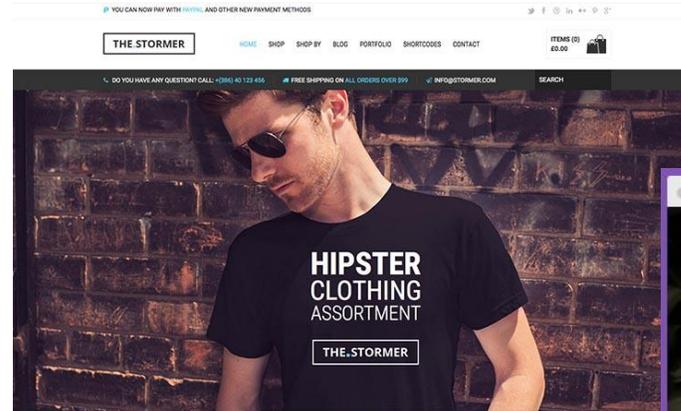
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- Focus on your niche and own it
- Don't try to be all things to all people
- Be good at something and make that your value proposition
- Connect on an emotional level
- Your brand will resonate with a select audience of loyal fans
- Grow with brand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

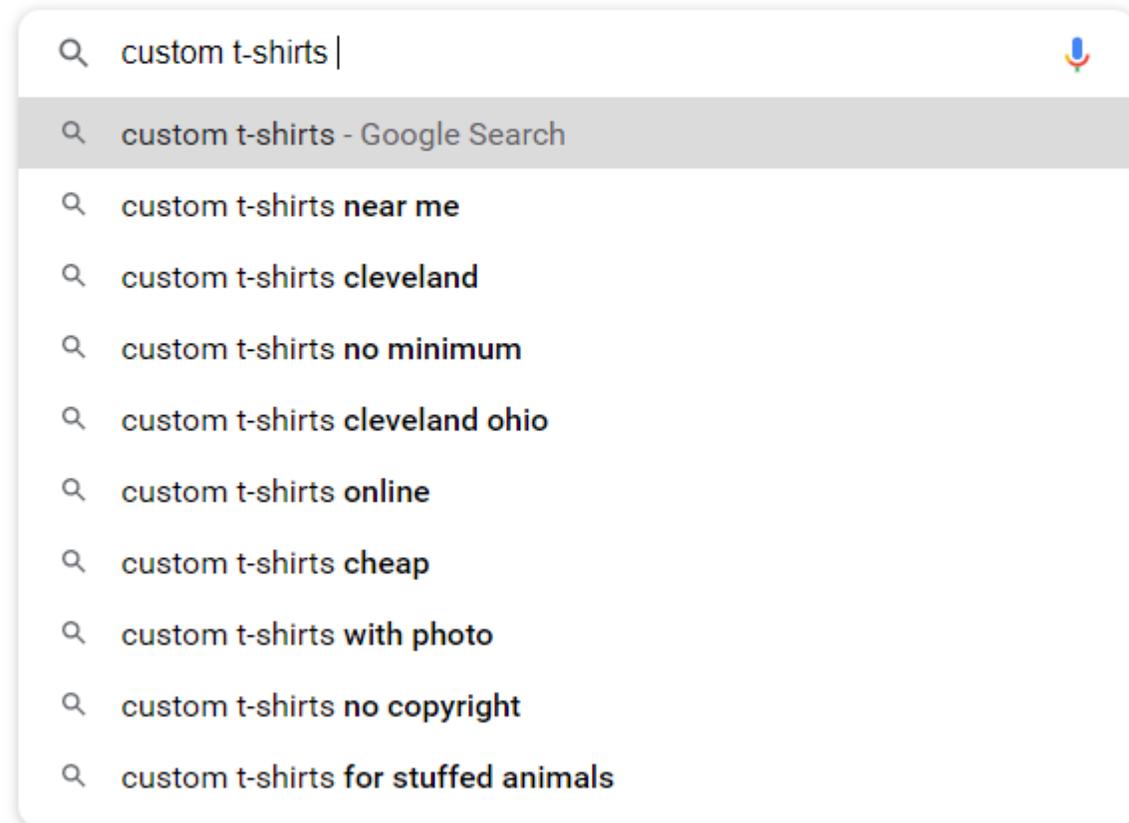




## CONTENT & SEO

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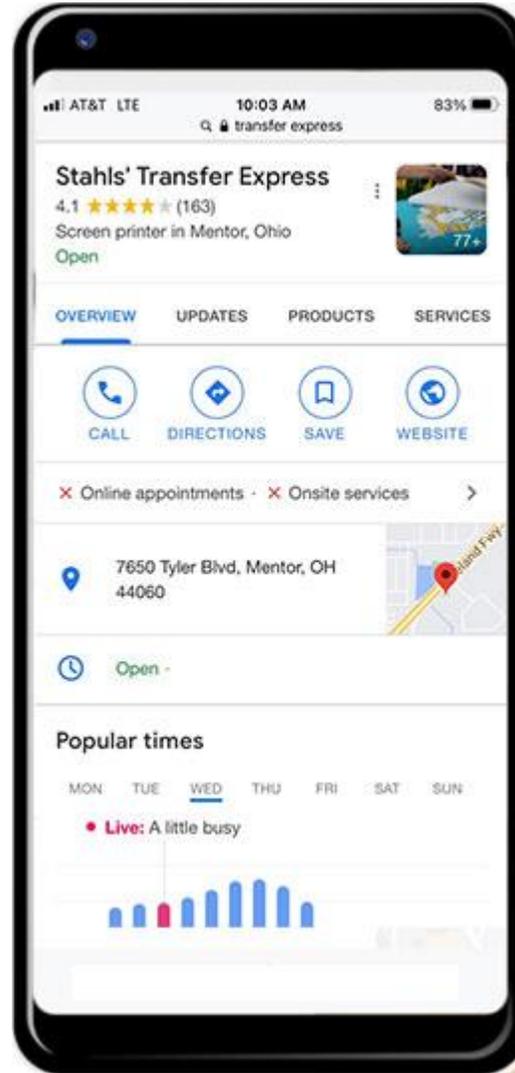
- Add content using keywords that align with your goals
- Example: if you are selling custom shirts in your geographic region, use those words on your pages with your city name or surrounding cities
- What phrases are people searching for? Let Google tell you...
- Search your keywords and look at the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



# LOCAL SEO

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- **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" with approximately 144,000,000 results. The top results are Shopping Ads for various cat t-shirts. A red arrow points from the text "Do keyword research first" to the first ad, and another red arrow points from "Great for Clothing Lines, Designs + Etsy Stores" to the second ad.

Product Name	Price	Store
Women's T shirt Cat Graphic 3D...	\$14.99	LightInTheBox
Women's Tunic Striped Cat...	\$14.99	LightInTheBox
Cat Tee Shirt Gifts For Cat...	\$24.99	Trending Custom
Women's Pew Pew Cat Graphi...	\$13.99	Soulmia Special offer
Life is Good Women's Pay...	\$28.00	Life is Good Special offer

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**.

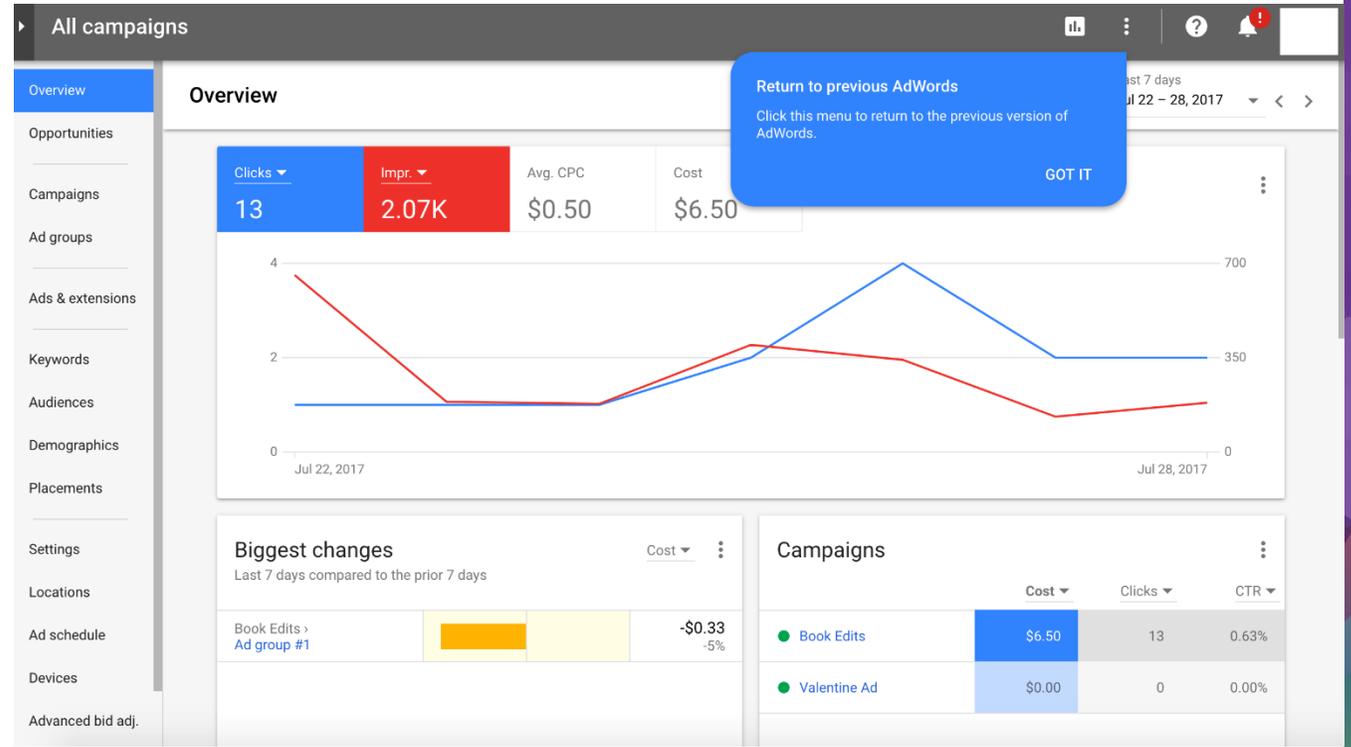
Ad · www.lilicloth.com/ ▾  
**Cute Cat Tops for Women - Buy Cat T Shirts - lilicloth.com**  
Buy The Latest Style **Cat T Shirts** at lilicloth, Enjoy Huge Save & Fast Shipping

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

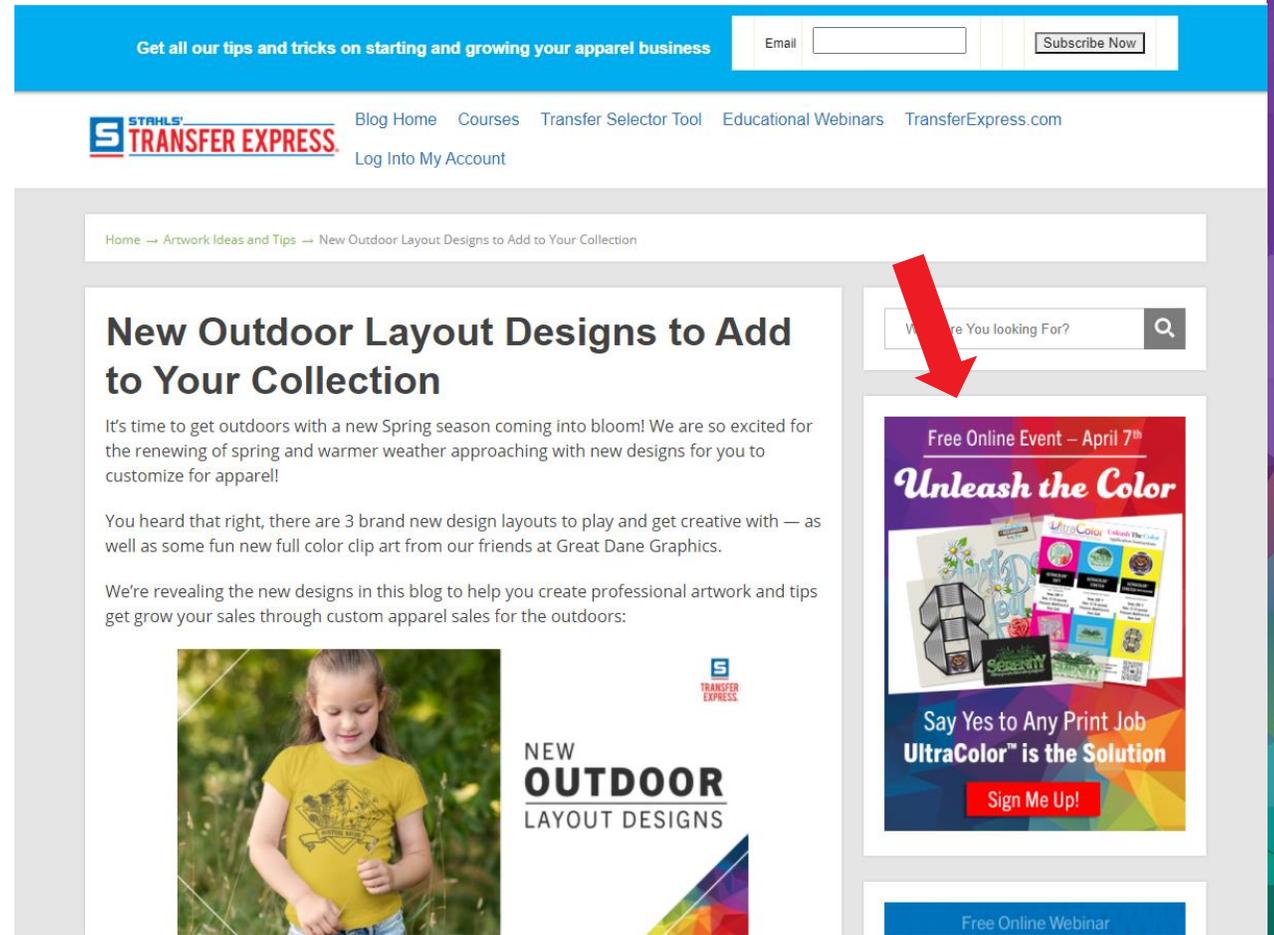
- Use your website to collect emails
- Need a “lead magnet” or a “carrot” to attract sign ups
- Most people will not make a purchase the first time on your site
- Use your email list to nurture into sales
- Lots of email service providers to choose from. Some provide sign up forms to integrate with your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

The collage features several key elements:

- Top Left:** A screenshot of the STAHL'S TRANSFER EXPRESS website. A pop-up window offers a "FREE EBOOK: T-Shirt Designs That Sell" in exchange for an email address. The pop-up includes a "DOWNLOAD NOW" button and a "No Thanks" link.
- Top Right:** A banner for "THE COLOR Virtual Event April 7th" with the text "el Business with UltraColor™".
- Bottom Left:** A MailChimp sign-up form with the text "Start collecting the data you need, so you can send your customers more personalized, relevant content." and a "Pick A Plan" button.
- Bottom Center:** A screenshot of a fitness website named "FLEXSTART" with a "Sign up for fitness tips!" form. The form includes an email field and a "Subscribe" button.
- Bottom Right:** A sidebar for the MailChimp form with options for "Layout", "Label" (set to "Email"), "Required" (checked), and "Description" (unchecked).

# 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 Stahl's Transfer Express website. At the top, a blue navigation bar 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. Below this is the Stahl's Transfer Express logo and a menu with links for "Blog Home", "Courses", "Transfer Selector Tool", "Educational Webinars", "TransferExpress.com", and "Log Into My Account". The main content area features a breadcrumb trail: "Home → Artwork Ideas and Tips → New Outdoor Layout Designs to Add to Your Collection". The main article title is "New Outdoor Layout Designs to Add to Your Collection". The text below the title reads: "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:". Below the text is a photo of a young girl in a yellow t-shirt with a graphic design. To the right of the photo is the text "NEW OUTDOOR LAYOUT DESIGNS" and the Stahl's Transfer Express logo. On the right side of the page, there is a search bar with the text "What are You looking For?" and a magnifying glass icon. A red arrow points to the search bar. Below the search bar is a promotional banner for a "Free Online Event – April 7th" titled "Unleash the Color" with the text "Say Yes to Any Print Job UltraColor™ is the Solution" and a "Sign Me Up!" button. At the bottom right, there is a blue button that says "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

**Baltimore T-Shirt Company**  
March 1 at 9:55 AM · 🌐

Collaboration for a good cause! 🙏

The Local Wander- Nina Galvez asked us to partner with Su and Lou to design and print a shirt that could be worn by anyone that fits the definition of "Baltimorean". The teams delivered, and the shirts are now available for purchase now at [suandlou.com](http://suandlou.com)!

Proceeds from the sale will go directly to [Art with a Heart](#) to help enhance the lives of people in need through visual art. Check out Local Wander's "Wander Home" video series to learn more about their work. [See More](#)

**Stahls' Transfer Express**

Choose your favorite design!  
We're excited to get back on the road! And we're heading to Irving, Texas for the [Graphics Pro Expo](#)!

👉 We bring a t-shirt and our Goof Proof screen printed transfers to heat press at the show for demonstration and we need your help to choose the best design.

👤 Which one is your favorite? Put your guess in the comments below

👉 Then, we'll determine the winner and announce it on our FB page. When you get to the show, come to our booth to print your s... [See More](#)

**Stahls' Transfer Express**

Survey says! 🗳️ Let's hear how you benefit from screen printed transfers.

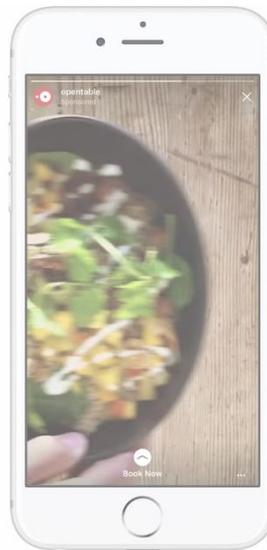
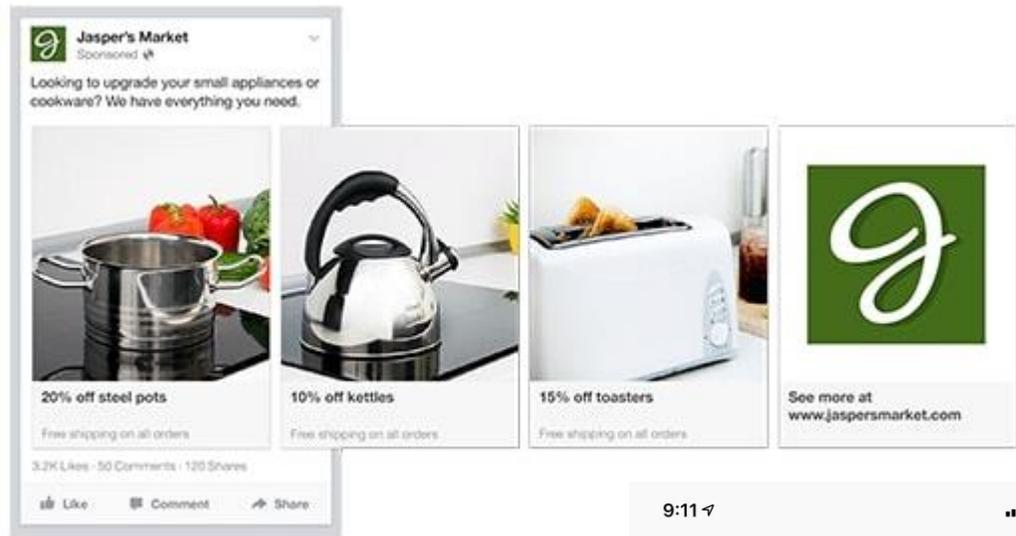
**WHAT IS THE BEST THING ABOUT SCREEN PRINTED TRANSFERS**

24 Comments

3 likes 10 Comments

# 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.

Campaign name	Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Post: "I JAVA ISLAND // Find out why you need to visit..."	Completed	Using ad set bud...	Post engagement	---	---	Per Post Engagement	£0.00	14 Jan 2017
Post: "A bit of packing prep pays off... Here's how to..."	Completed	Using ad set bud...	Post engagement	---	---	Per Post Engagement	£0.00	18 Aug 2016
Post: "Are you heading to Rio for the 2016 Olympic Games? "	Completed	Using ad set bud...	Post engagement	---	---	Per Post Engagement	£0.00	16 Aug 2016
Post: "Vietnam's a big place, but with our guide you can..."	Completed	Using ad set bud...	Post engagement	---	---	Per Post Engagement	£0.00	3 Aug 2016
Results from 4 campaigns			Post engagement	People	Total	Per Post Engagement	£0.00	Total Spent

## When Facebook sells your information



What you think is  
going to happen



What really happens

# SPIRIT SALE

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