



Applying the Four P's of Marketing to Your T-Shirt Business





Agenda

- What are the four P's of marketing?
- How to differentiate your t-shirts and what determines if a customer wants to buy yours
- How to get your t-shirts in front of your buyers at the right place and the right time
- How to create “demand for your brand” using promotional elements
- How pricing tactics affect quantity sold and your profits



The 4 P's of Marketing

- “The Marketing Mix” - Price, Product, Placement, Promotion
- Controllable parts of your marketing strategy
- Separate but work together
- Takes planning
- Things to think about....





Product



- What are you selling?
 - Goods/services
- What is your product?
 - Features, benefits, quality, design, variety, branding, packaging, etc
- Benefits vs. features



Product

- Why would someone buy your shirts over the competition's?
- What differentiates your product?
 - Location, niche, price, quality, specialization, positioning
 - What are you good at?





Product

- Who do you want to sell to?
- Know your target market



Fashion customer vs. Sports customer

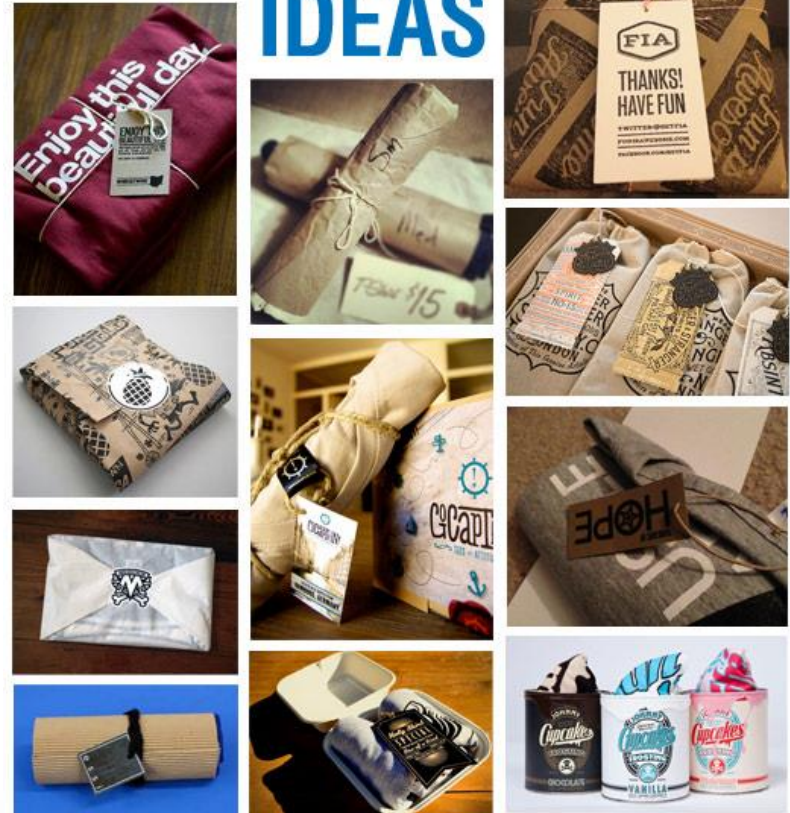


Product

- Branding
- Packaging



T-SHIRT PACKAGING IDEAS





Placement

- Placement/Distribution – How and where can your customers buy your shirts?
- Goal - getting your product in front of your potential buyers at the right place, at the right time, at the right price, in the right quantity





Placement

- Where do your customers expect to find your product/service?
- Depends on your product/service
- Depends on your target market
- Coverage area – local, regional, national, international?





Placement

- Storefront
- Online
- Distributors
- Events



Hoosier Beef Congress





Placement

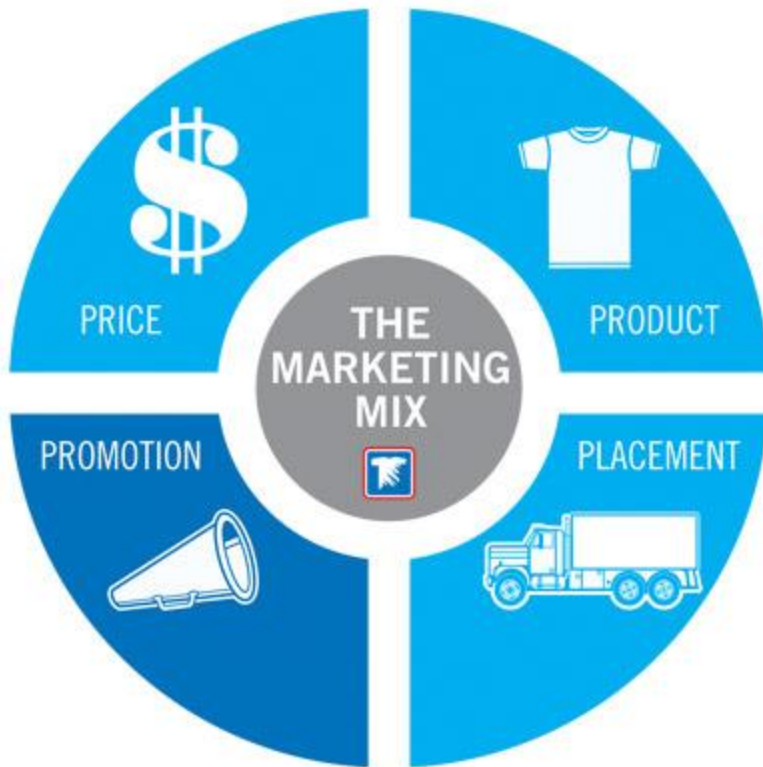
Costs

- Rent
- Website hosting fees
- Selling fees
- Licenses
- Inventory – how much?
- Shipping/transportation





Promotion

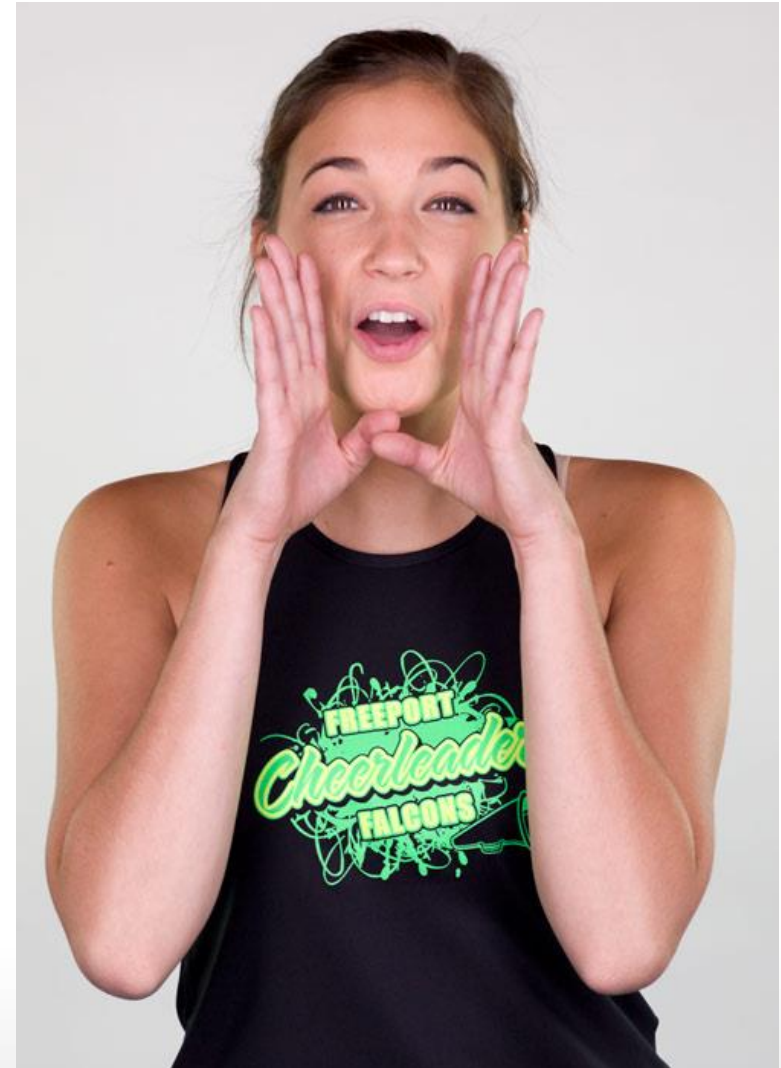


- What is promotion?
- What are you trying to accomplish?
- Promotion objectives
 - Create awareness
 - Stimulate sales
 - Reminders
 - Gathering prospects/leads
 - Gain loyalty
 - Competition



Promotion

- Promotion Methods
 - Personal selling
 - Advertising
 - Public Relations (PR)
 - Sales Promotions
- Which one(s) are best to use?





Promotion

Personal Selling

- Involves interaction
- Use Easy View® to create design ideas
- Join conversations on social media





Promotion

Advertising

- Paid
- Non-paid
- Make trades with local radio station
- Work with local businesses
- Word-of-mouth
- Buzz marketing
- Guerilla marketing
- Sponsorships





Promotion



Public Relations

- Free!
- Press releases
- More news related, less sales



Promotion

Sales Promotions

- Coupons
 - Buy one, get one free
 - Bundled products
 - Samples
 - Promotional products
 - Contests/give-a-ways
 - Rebates
 - Point of purchase displays
-
- Purpose - add incentive





Price

- Frequent question – how much do I sell my finished shirts for?
- Important piece of the puzzle
- Price for profits





Price

How do I get a selling price?

- Based on Cost
Starting point equation – will vary by market/product
 $(\text{Cost of shirt} + \text{cost of transfer}) \times 2 = \text{selling price}$
- Brand popularity
 $\text{Cost} + \% \text{ desired margin} = \text{selling price}$
- Bulk pricing
The more a customer buys, the cheaper the pricing gets per unit
- Competitive pricing
Based on research of your competitors' pricing



Price

- Basic supply and demand model – what is your market?
- Your own strategy – where are you in the marketing mix as a whole?
- Price = perceived value
- Price for profits – know your costs; ways to reduce costs
- Do your homework – research and test



Fill your transfer sheet



Price

Psychological Pricing

- End in 9 – Brain sees first digit and perceives at that dollar amount
Example: \$29.99
- End in 0 – Buyer is driven by feeling and can make quick decision
Example: \$30
- BOGO (Buy one, get one) – **use this as a concept**
Example: buy 10 shirts, get a free cinch sack
- Comparative (model of good, better, best)
- Price anchoring
- Perceived value
- Visual
Simplicity - \$1,299.00 vs. \$1299
Displayed – show sale price next to original, different size, color
- **TEST! TEST! TEST!**





Conclusion

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