

Seasonal Sales Strategies

Back-To-School Edition



Agenda



Mia
Presenter

1. Big Business Opportunities

2. Sales Timeline

3. Best-Selling Products

4. Increase Customer Loyalty

5. Marketing Tips

6. Pricing Strategy



Why Is Back-To-School Big Business?

- School spirit wear = one of the most profitable niches
- Fundraisers, PTA, sports teams, clubs, school staff, family events
- Orders return every year – build relationships once, reap benefits repeatedly



Back-To-School Best Sellers

- **Spiritwear:** T-shirts, hoodies, crewnecks, joggers
- **Teamwear:** Practice gear, fan shirts, jerseys, parent gear
- **Promotional Items:** Water bottles, backpacks, stickers, wristbands



Best-Selling Apparel For Fall Sports

Garment	Transfer	Why It Works
Cotton Tee	Goof Proof	Fast, bold, durable
Performance Wear	Aqua Tru/Elasti Prints	Lightweight, stretch-friendly
Hoodies & Joggers	UltraColor Pro	Soft, vibrant color, details
Small Accessories	UltraColor Max/Goof Proof	1-off designs, full color
Hats	UltraColor Max	Clean branding, versatile style



Personalization = Profit

- Names & numbers = +\$5-10/item
- Great for athletes, families, and clubs
- Simple process in Easy View



Create Spiritwear Packages

- Example packages:
 - Tee + Hoodie + Tote = \$65
 - Tee + Hat + Water Bottle = \$40
- *Make it easy to upsell with bundles
- * Promote limited-time offers



Promotional Campaign Timeline

- July = Design & mockups
- Mid/Late July = Launch pre-orders
- August = Fulfill orders
- September = Restock & reorders



Marketing Tactics That Work

- Show up where the parents are: Facebook groups, email newsletters, physical flyers
- Build an online pop-up shop with Spirit Sale or Google Form
- Add value: “Every shirt helps support the team!”

Make Ordering Easy

- Set up online stores (Order My Gear/Shopify)
- Offer Google Forms for quick ordering
- Include visuals, sizes, pricing, and estimated delivery dates



Streamline Production For Volume

- Batch by size/design
- Use auto-open presses to save time
- Pre-sort by school, team, or player
- Label with hang tags or poly bag inserts





Tips for Organizing Orders

- Offer size charts and samples in advance
- Use QR code on flyer to lead to order form
- Include transfers type on your production notes



Production Schedule

Date	Task
July 25	Start designs + finalize pricing
August 1	Open order with a set deadline
August 15	Begin production
August 29	Deliver to schools/parents



Avoid These Common Mistakes

- Waiting too late to start promoting
- Using the wrong transfer for the material
- Skipping mockups = customer confusion
- Underpricing: always include time + shipping

Final Checklist For Success

- Have a design ready in Easy View
- Pick the right transfers for your garment
- Create a flyer or form to promote
- Set your deadlines
- Batch orders for max efficiency
- Offer something unique



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Any Questions?



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