



MARKETING STRATEGIES TO GROW YOUR BUSINESS IN 2018

[WEBINAR]



STAHL'S
TRANSFER EXPRESS

The Custom Transfer People

The Facebook Conundrum



“As more people and Pages are posting content, competition to appear in News Feed has increased. All of this means that Pages that post promotional creative should expect their organic distribution to fall significantly over time.” - Facebook

So, how do you continue to reach your audience?

- Live Video
- Check-In
- Reviews
- Closed Group



Going Live



1. Choose the audience.
We recommend public.
2. Go Live!
3. Post or download.

Check In Contest



- Place signage in store
- Promote on your Facebook page
- Choose a good prize
- Make sure you follow through

It's Time for Your Review

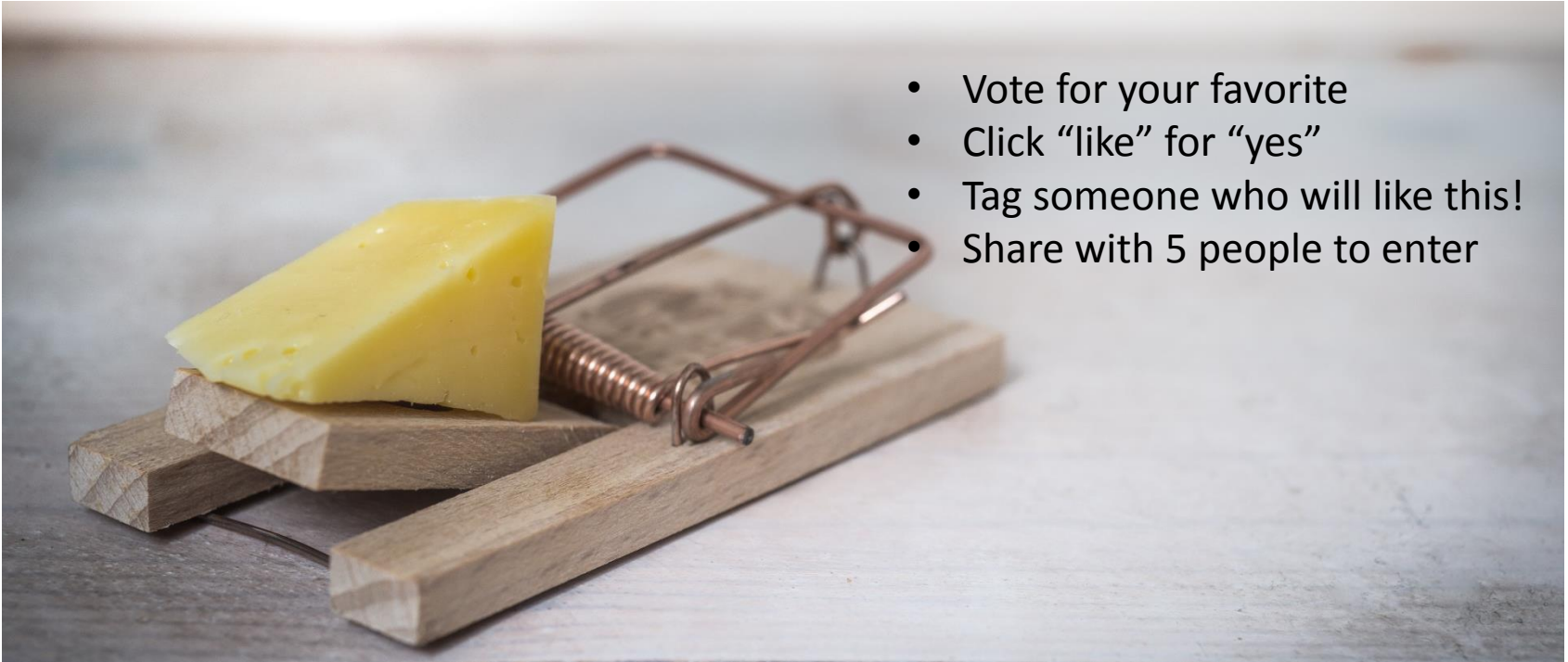


- Promote in-store and on Facebook
- People LOVE free t-shirts
- Have them show you the review in person

Members Only

The screenshot shows the Facebook interface for the 'Easy Prints Dealers' group. At the top, the group name is displayed in a large, stylized font over a background of various printed t-shirts. Below the name, it says 'Group by Stahls' Transfer Express'. The page includes a navigation bar with 'Joined', 'Notifications', 'Share', and 'More' options. A post creation area is visible with options for 'Write Post', 'Add Photo/Video', 'Live Video', and 'More'. A 'PINNED POST' by Rosie Filé is shown, containing the group's mission statement. On the right side, there are sections for 'POPULAR TOPICS IN POSTS' (listing 'New (3)', 'Pricing (3)', 'Shipping (1)', 'Easy Print Plus (1)', and 'Speed (1)'), 'GROUP BY' (listing 'Stahls' Transfer Express Company' with 39,385 likes), and 'ADD MEMBERS' (with a search bar and a list of 1,308 members).

No Engagement Baiting



- Vote for your favorite
- Click “like” for “yes”
- Tag someone who will like this!
- Share with 5 people to enter

Pitching Isn't Just for Baseball



Just like in baseball, it's quick and the idea is to see if the receiver is interested.

Dear Editor...

Erica,

I'm a big fan of XYZ morning show. I own a small business here locally that makes sports jerseys and t-shirts for charity runs.

I wondered if you might be interested in a segment where I explain how nonprofits can use t-shirt sales to raise money for their organization?

This would be exclusive to you, of course – and I understand that this is to be non-promotional in nature.

I look forward to discussing the idea with you.

Places to Practice Your Pitching



Use the Force (or our website)

www.transferexpress.com/help

Shipping and Delivery Connect With Us Financing	Payment Terms Contact Us	Ordering Pricing	Custom Clip Art
▶ Getting Started Wholesale Suppliers Compare Heat Transfer Types How to Choose a Heat Press Start a T-Shirt Business Placement Tips			▶ Easy Prints (Our Artwork) Color Change Advantage Easy Prints Special Effects Easy Prints Leagues and Sponsors Ink Color Chart Font Guide
▶ Printing Ideas and Techniques Decorating Football Apparel Decorating Breast Cancer Awareness Apparel Decorating Split Fronts		▶ Video Library Creating Artwork Transfer Application Easy View Tutorials	▶ Marketing EasyPrints.com Idea Book Bonus Pages Order Forms
▶ Calculators Screen Print Price Numbers CAD-PRINTZ Digital Prices		▶ Document/Chart Library Ebook Library Heat Press Manuals	Easy Prints Special Layouts Easy View Training Proofs Greek Letter Guide Sales Flyers Retail Price List
Decorating Sweatshirts Decorating School Apparel Decorating Basketball Apparel Decorating Baseball Apparel		Ordering Tips Promotional Webinars	
Gang Sheet Calculator Rhinestone Prices Image Resizer		Application Instructions Heat Press Comparison	

Take a Flyer

Custom T-Shirt Sales Flyers

Download and print the generic sales flyers/order forms or use the customizable templates to create your own. Easily add specific layouts, clip art, your logo or contact information to each flyer.

Spirit Sales



Microsoft Word®
Download flyer.docx



Illustrator® 8 or later
Download flyer.ai



Publisher® 2000 or later
Download flyer.pub



Acrobat® 5 or later
Download flyer.pdf

Make It Yours

The screenshot displays the STAHL'S TRANSFER EXPRESS design tool interface. At the top, there are navigation buttons for "New Design", "Open Job", and "Add from My Library". The main workspace shows a design on a "Standard Sheet Size (11.25 x 14)" background. The design is a football with the text "LAKESIDE" at the top and "FOOTBALL" at the bottom, both in a distressed, blue font. The year "2018" is printed in white on the football's laces. The interface includes a left sidebar with options like "Add Text", "Add Clip Art", "Add Layout", and "Add Your Art...". Below these are editing tools for font, aspect ratio, distress, rotation, and color. A right sidebar contains settings for "Print Method", "Transfer Type", "Fabric", "Cut Apart", "Transfer Size", "Number of Colors", "Background Color", "Image Quantity", and "Color Changes". At the bottom right, there are order notes, a "Total Price" of \$0.00, and a "Share" button circled in red. The STAHL'S TRANSFER EXPRESS logo is visible in the bottom left corner.

Make It Yours



? Settings

Select Apparel to Preview

Watermark Download Email

Add Blank Apparel

Apparel

- T-shirt-front
- T-shirt-woman
- T-shirt-back
- Polo
- Long Sleeve T-shirt
- Sweatshirt
- Hoodie-front
- Hoodie-back
- Hoodie-zipper
- Sweatpants

Clear Apparel Preview

Show Generic Apparel



Select apparel to preview and/or order. You can add selected apparel to your design order.

Total Apparel Items: 0 \$0.00

[View/Manage All Apparel Items](#)

Total Price \$0.00 [View Details](#)

Back

Done

1830 x

Make It Yours



Settings

Select Apparel to Preview

Watermark Download Email

Add Blank Apparel

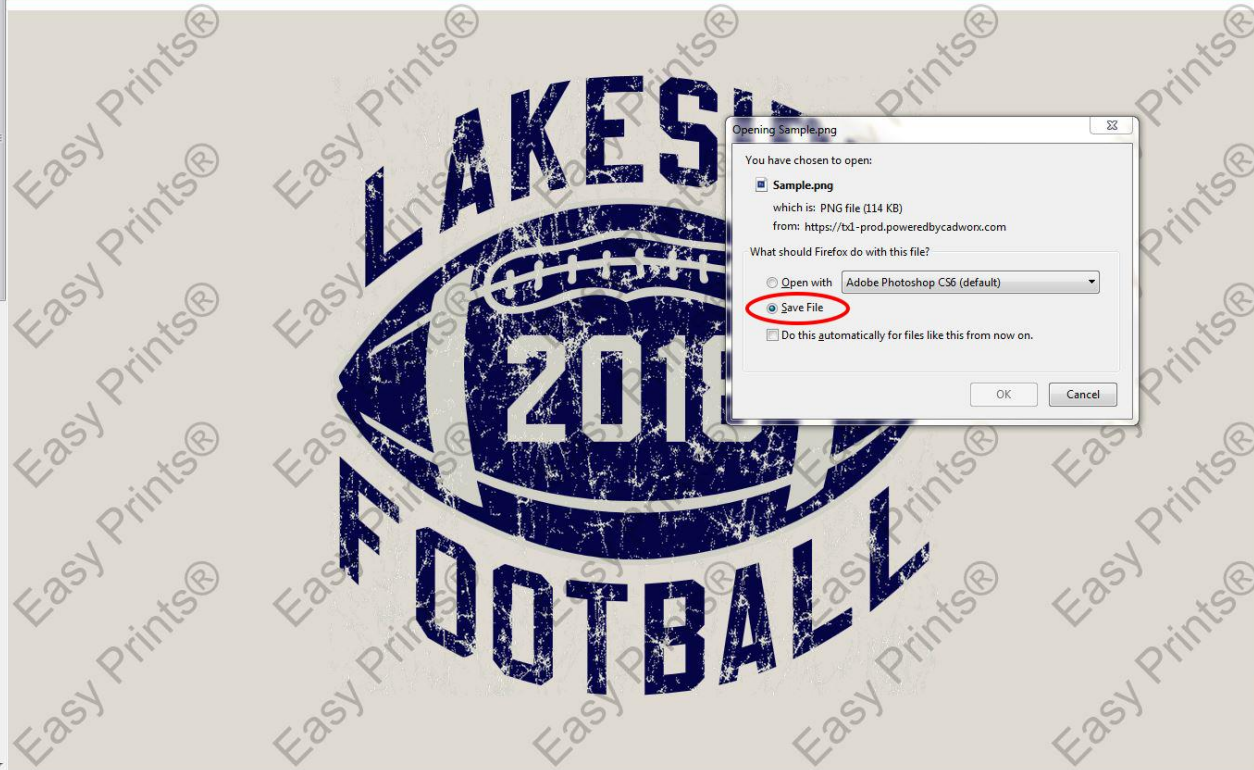
Select apparel to preview and/or order. You can add selected apparel to your design order.

Apparel

- T-shirt-front
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- Long Sleeve T-shirt
- Sweatshirt
- Hoodie-front
- Hoodie-back
- Hoodie-zipper
- Sweatpants

Clear Apparel Preview

Show Generic Apparel



Opening Sample.png

You have chosen to open:

- Sample.png
which is: PNG file (114 KB)
from: https://td-prod.poweredbycadwon.com

What should Firefox do with this file?

- Open with Adobe Photoshop CS6 (default)
- Save File
- Do this automatically for files like this from now on.

OK Cancel

Total Apparel Items: 0 \$0.00

[View/Manage All Apparel Items](#)

Total Price \$0.00 [View Details](#)

Back

Done

1830



Make It Yours



And Just Like Magic...

Franklin High School SPIRIT SALE



Design #1



Design #2

T-Shirts \$10.00 each & Hoodies \$20.00 each

Colors Available: Gold (with black print) or grey (with white print)

Sizes available:

Youth Small, Youth Medium, Youth Large, Adult Small, Adult Medium, Adult Large, Adult XL

Name: _____ Homeroom: _____

T-Shirts - \$10.00 Each

Quantity _____ Color _____ Size _____ Design# _____
Quantity _____ Color _____ Size _____ Design# _____

Hoodies - \$20.00 Each

Quantity _____ Color _____ Size _____ Design# _____

Total Enclosed: _____

Mayfield Printing Supply • (555) 111-1234

Point of Purchase Posters



Posters

We offer [full color 16" x 20" posters](#) that look great on the wall as is or in an inexpensive frame. You can purchase these posters individually or as part of the T-Shirt Display kit. The first poster is a way to show the customer that you have art so they don't have to create their own, it pairs well with the second poster that shows how they can use your collection of 5,262 layouts to make their own with your Easy View online designer. The third poster shows the Name choices including fonts and colors and the fourth poster shows the fonts and colors for numbers.

Color Selector



Color Selector

The [color selector](#) is one of the most important point of purchase tools you can own. Online color representation is not very accurate and pantone books are very expensive. So we created a color selector with all of our stock colors. The glitter and pearl colors look so much better on the color selector than online and will generate “bling” sales.

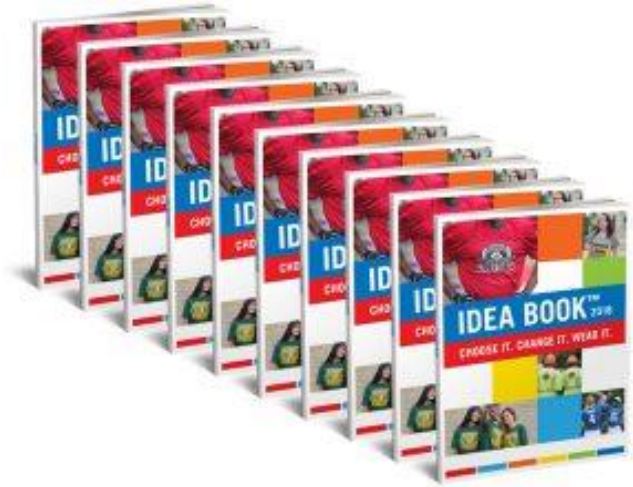
We Made You a Website



Easyprints.com

This is a non-branded [easyprints.com](https://www.easyprints.com) website that offers a digital version of the idea book. It is a great way to allow customers to view the layouts on their own so they can come ready with a choice when meeting with you to create the customization. The layouts are in color coded categories to help get your customer to the right section with the clip art in the back.

Catalogs Still Work



Catalog Packs

Even in this digital world, sometimes it is still easier to look through a physical book. We offer [generic catalog packs](#) to send home with customers.

They can be easily personalized with a 1.5 x 3.5" sticker for your brand. The catalog packs are sold in 10, 25 or 100 pack. A 10 pack is also included in the T-Shirt Display Kit.

Create An In-Store Display



Refresher Pack

The [Refresher pack](#) is 30 full size transfers that you can heat press to create your in-store display so customers can see and touch your product. The refresher pack has transfers for sports, schools, and business.

It includes transfer samples of Goof Proof, Hot Split, Glitter, Pearl Prints, Glow-in-the-Dark, CAD-PRINTZ Opaque, CAD-PRINTZ Express, Express names and numbers. Many of the transfers were used in our photo shoot and the finished photos are in the idea book giving your company a complete, professional look.

Just Who is In Charge Here?



First, Our Old Friend, Mr. Google

Google

who is the westlake ohio recreation department leader|



leadership
leaders

Google Search

I'm Feeling Lucky

[Explore the icons and moments in Black History](#)

And the winner is...

Recreation | Westlake, OH - Official Website - City of Westlake

<https://www.cityofwestlake.org/287/Recreation> ▼

Recreation Center: Register today for all of our winter classes. You can find our Gazette online or stop by the front desk for a copy. For information or to register online, go to Online Registration site, call 440-808-5700 or "Like" us on Facebook.

Missing: leader

[Programs](#) · [Sports](#) · [City Parks](#) · [Recreation Center](#)

Brady, Kenneth R. - Westlake, OH - Official Website

www.cityofwestlake.org/directory.aspx?EID=61 ▼

Address 1677 Sperry's Forge Trail **Westlake, OH** 44145. Education/Occupation John Carroll University, BS Business Cleveland State University College of Urban Studies **Leadership** Academy Boston College **Center** for Corporate Communications St. Ignatius High School Retired Director of External Relations, Ameritech

Westlake, OH - Official Website | Official Website

www.cityofwestlake.org/ ▼

The City of **Westlake, Ohio's** website provides information on the mayor and council and city services and projects, including planning, building, engineering, senior services, parks, **recreation**, and much more.

Missing: leader

Parks & Recreation Commission | Westlake, OH - Official Website

www.cityofwestlake.org/194/Parks-Recreation-Commission ▼

Meetings. The Parks and **Recreation** Commission meet at 7:00 p.m. on the second Monday of each month. Meetings take place at the **Recreation Center** located at: 28955 Hilliard Boulevard. Members. Dale Smith (Chairman); Kate Bilski; Kyle Harriger; Marcie Finney; Bob Loesch. Ex Officio. Mayor Dennis M. Clough; Bob ...

Arrange a Meet and Greet

The screenshot displays the City of Westlake Ohio website. The top navigation bar includes links for Government, Services, Our Community, Business & Development, and How Do I... The main header features the city logo and a search bar. A left sidebar lists various commissions, with a calendar icon at the bottom. The main content area is titled 'Parks & Recreation Commission' and includes sections for Meetings, Members, and Ex Officio. A right sidebar provides contact information for Diane Birchard, the Secretary, and a link to the Staff Directory.

Government Services Our Community Business & Development How Do I...

The City of *Westlake* Ohio

Search Westlake...

Board of Building Appeals
Board of Zoning Appeals
Civil Service Commission
Parks & Recreation Commission
Planning Commission
Records Commission
Tree Commission
Youth Commission

31 Calendar

Home > Government > Boards & Commissions > Parks & Recreation Commission

Parks & Recreation Commission

Meetings

The Parks and Recreation Commission meet at 7:00 p.m. on the second Monday of each month. Meetings take place at the Recreation Center located at: 28955 Hilliard Boulevard.

Members

- Dale Smith (Chairman)
- Kate Bilski
- Kyle Harriger
- Marcie Finney
- Bob Loesch

Ex Officio

- Mayor Dennis M. Clough

Contact Us

Diane Birchard
Parks & Recreation Commission
Secretary
Phone: 440-808-5700

[Email the Secretary](#)

28955 Hilliard Boulevard
Westlake, OH 44145

Phone: 440-808-5700
Fax: 440-808-5690

[Staff Directory](#)

Get in Touch with Your Inner Sherlock Holmes

The image shows a LinkedIn profile page. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. A search bar is on the left. Below the navigation bar, there is an advertisement: "Accelerate Your Business - Wake up untapped, unrealized potential to accelerate your business growth." The profile header features a blue background with a network diagram and a circular profile picture. The profile name is redacted with a blue box. The current position is "Executive Director at Cleveland Weatherhead School of Management at Case Western Reser... Westlake, Ohio • 225". There is an "InMail" button and a menu icon. The bio reads: "Experienced Executive Director with a demonstrated history of working in the non-profit and hospital & health care industry. Skilled in U.S. Food and Drug Administration (FDA), Clinical Research, Life Sciences, ...". To the right, there is a "Contact and Personal Info" section with "Marcie's Profile" and a "Show more" dropdown. Below that is an advertisement titled "Reinventing the interview" with a "Download report" button. The "People Also Viewed" section lists "Karen L. Snyder" and "Miki Beachler".

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
- Read and Subscribe to our Blog - <http://blog.transferexpress.com/>
- Watch our videos and previous webinars – <http://www.TransferExpress.com/Webinars>
- Visit our website: www.TransferExpress.com
- Visit us at Trade Shows
- Connect with us on Social Media

Contact us: Phone: 1-800-622-2280

Fax: 1-800-833-3877

Next Webinar

Workflow Strategies for Handling Group Sales

- April 12
- 2:00 pm EST