



MARKETING YOUR T-SHIRT BUSINESS

[WEBINAR]

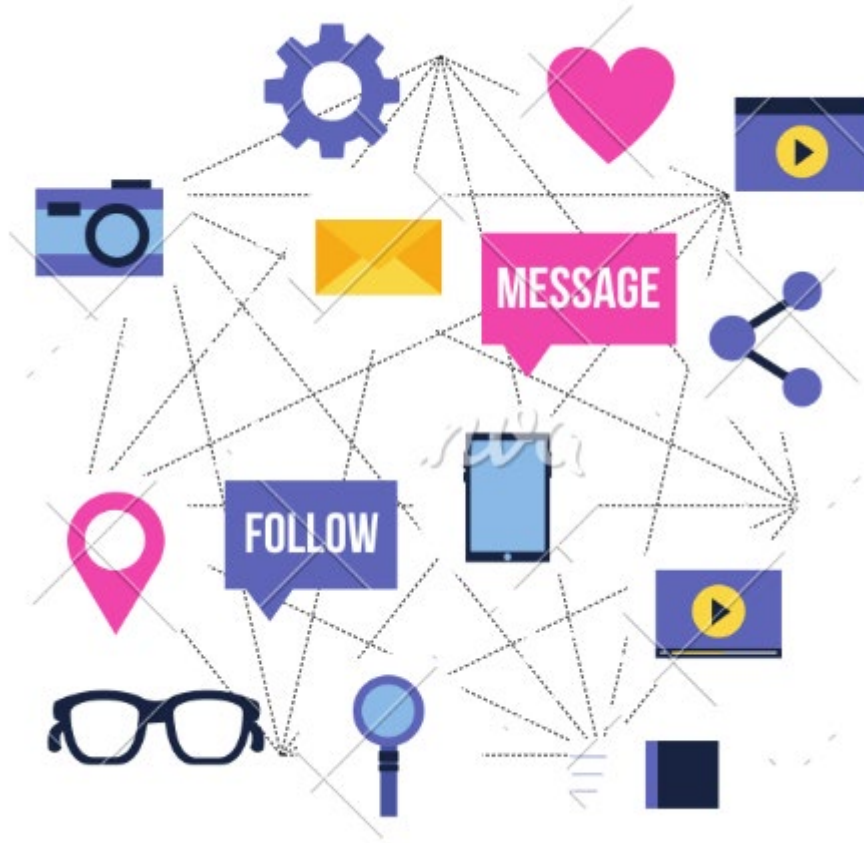


Agenda

- Learn how to use social media to grow business
- Compare e-commerce platforms
- Learn how to get more sales from the same customer
- Learn to build and use a database
- Discover how to create your own samples and displays
- Specializing in a niche
- Onsite opportunities



Social Media



What best fits your business model?

Facebook: Largest/Mass Audience

- **51% of 13-17 year olds** use Facebook
- **81% of 18-29 year olds** use Facebook
- 78% of 30-49 year olds use Facebook
- 65% of 50-64 year olds use Facebook
- 41% of 65+ year olds use Facebook

Instagram: Younger Audience

- **72% of 13-17 year olds** use Instagram
- **64% of 18-29 year olds** use Instagram
- 40% of 30-49 year olds use Instagram
- 21% of 50-64 year olds use Instagram
- 10% of 65+ year olds use Instagram

Source: SproutSocial 2019

Social Media

Tips

- Post daily
- Interact with followers
 - Questions
 - Contests
- Highly visual images
- Use video
- Go live from an event



Social Media

Try to sell ideas using Easy View before purchasing prints

Add your watermark so if shared, it comes back to you (feature in Easy View)



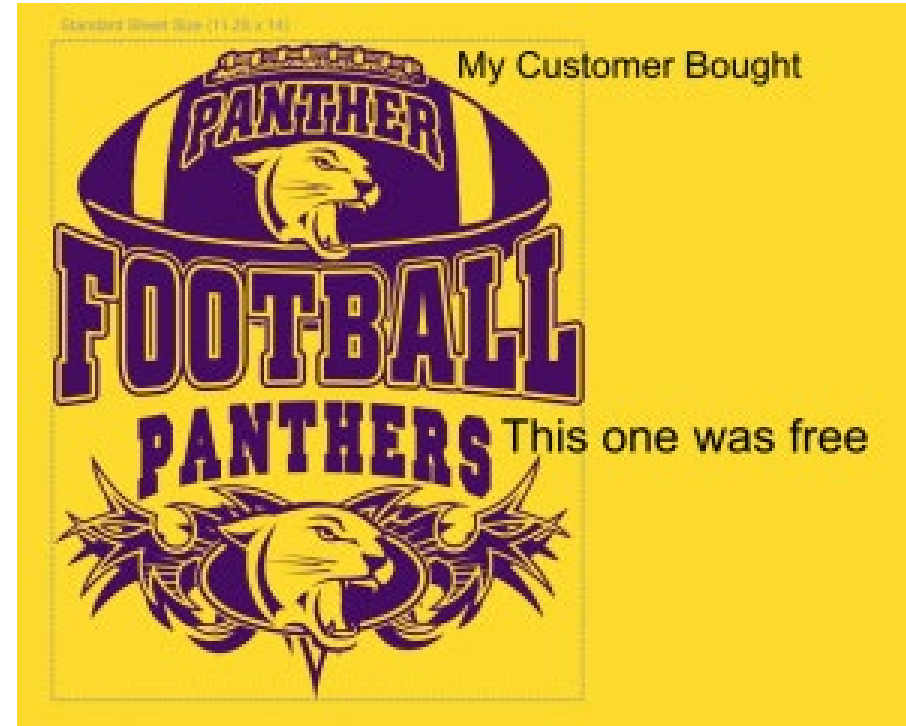
or

Use your own photos after the purchase



Social Media

Customer Tip: Use extra space on gang sheet from every order for a Facebook exclusive t-shirt offer



Social Media

More Information

<https://www.stahls.com/social-media-for-your-t-shirt-business>



Download Our Free E-Book:
The Ultimate Guide to
Social Media for Your T-Shirt
Business

STAHLS VOLUME 5

THE ULTIMATE GUIDE TO:
SOCIAL MEDIA FOR
YOUR T-SHIRT BUSINESS

Inside:

- Learn how to **maximize time & money** for high impact results.
- Create a **winning social media strategy** for your business.
- Build your brand and **connect with your customers** and prospects.

E-Commerce

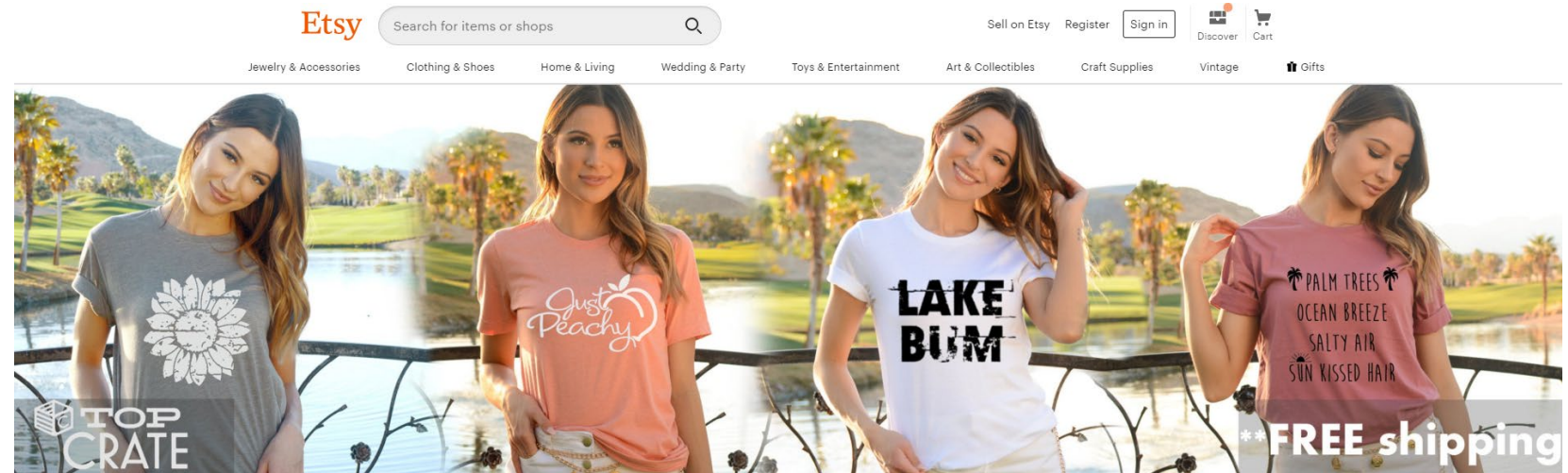
Etsy

Pros

- Large audience
- Listing and processing fee
- Easy way to market to unknown customer base
- Easy to set up

Cons

- Seller's fee
- Listing fee
- Processing fee
- Mature, saturated market



E-Commerce

Facebook

Pros

- You have control
- Low cost if you have an audience (following)

Cons

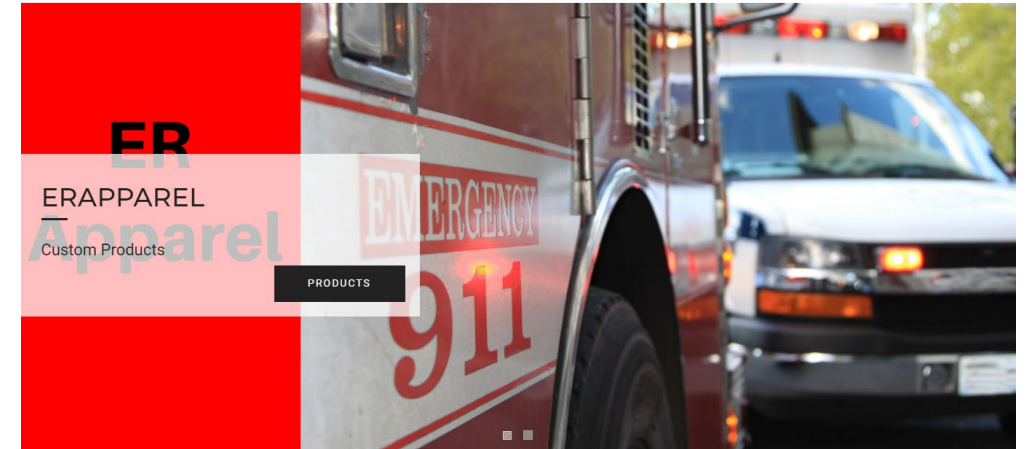
- Cost per action fee
- Keyword advertising - you need to be more marketing savvy than Etsy

The image shows a Facebook post from the Greater Cleveland Food Bank. The post features a promotional graphic for a campaign titled "FIGHT HUNGER IN STYLE" with the logo "HARVEST FOR HUNGER". The graphic displays three pieces of apparel: a grey t-shirt, a grey long-sleeved shirt, and a grey hoodie, all featuring a green graphic of the state of Ohio filled with various food items. Text on the graphic states: "EACH PURCHASE HELPS PROVIDE 30+ MEALS FOR PEOPLE IN NEED IN OUR COMMUNITY". Below the apparel, there is a blue banner with a circular logo containing the letters "CLE" and the text "APPAREL DESIGNED BY CLEVELAND CLOTHING CO.", and a green button that says "ORDER NOW!". At the bottom of the graphic, the URL "WWW.GREATERCLEVELANDFOODBANK.ORG/SHIRT" is visible. The Facebook post itself includes the Greater Cleveland Food Bank profile picture and name, the date "January 8", and the text: "This just in! Through January 25, you can order your exclusive limited-release #HarvestforHunger shirt from CLE Clothing Co.! Each purchase will help provide at least 30 meals to our neighbors in need. Order yours today at https://order.onpointpromos.com/bird_banks/47192/signups/new". The post has 26 likes, 2 comments, and 13 shares. A comment from Mark Malafarina is visible, stating: "Is the link wrong? I get a 404 error." The bottom of the post shows a comment input field with the placeholder text "Write a comment..." and icons for emojis, photos, videos, and GIFs.

E-Commerce



- Online ordering for established groups
- Easy to set up
- Connects to Transfer Express and Stahls fulfillment
- Annual fee, unlimited stores



FEATURED PRODUCTS



ER NURSE Sport-Tek ® Sport-Wick ®
Stretch Contrast Full-Zip Jacket.
Black/Royal
From \$46.00



SOLID VERSION-Port & Company ® -
Core Fleece Full-Zip Hooded Sweatshirt
Black
From \$35.00



ER TECH Sport-Tek ® Ladies Sport-
Wick ® Stretch Contrast Full-Zip Jacket.
Black/Gray
From \$46.00



GLITTER VERSION LADIES-Sport-Tek ®
Ladies Sport-Wick ® Stretch Contrast
Full-Zip Jacket Black
From \$47.00

Build A Data Base

Email addresses are Gold!

- Use for Facebook followers
- Send promo
- Reminders that it is that time of year again



Build A Data Base

How to Gather Email Addresses

1. Contest - sign up with email address
2. Website Call to Action - sign up when they visit your site
3. Drop off business card for prize
4. When they email you, link back to subscribe to your newsletter
5. Host an event – Back to School sale or on-demand spirit wear at orientation



Creating Samples

Free Mock-Ups in Easy View®

- Email or print
- Watermark is your branding
- Great way to show ideas fast
- Unlimited options



Creating Samples

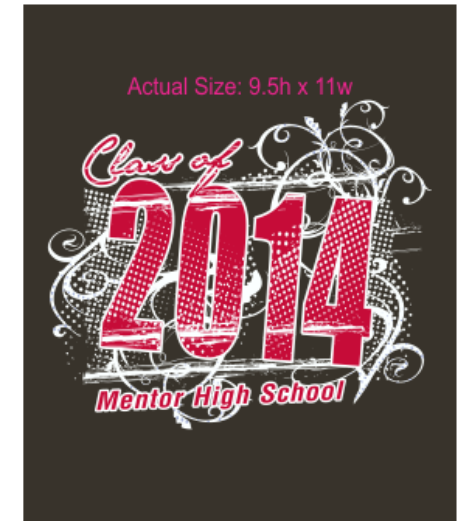
Electronic Art Proofs

- \$45/\$25 to start the proof
- Once approved, that amount goes towards your order = FREE PROOF

TRANSFER INFO

Description:	Class of 2014 Mentor High School
Qty / Color(s):	1 / Red White
Gang Sheet:	N
Transfer Type:	Art Proof
Size Summary:	Adult - 1 (std)
Image Summary:	1
Fabric Color:	Black

PREVIEW IMAGE



Note: Colors in image are not visually accurate - They are just for visualization purposes.
If you are having trouble getting the zoom image to show "REFRESH" your browser

Place Order Or Submit Revision

Printable Page

Creating Samples

Showing Products

- Marketing Kit includes 30 full size transfers to apply, matches photos in Idea Book™
- Also sold a la carte as Refresher Pack
- Create in store POP display with shirts you can touch and feel



Creating Samples

Showing Products

- Create portable display using free sample pack
- Apply to youth XS shirts
- Grommet and hook together with carabiner
- Made for under \$30



Niche Marketing

A niche is a segment of people who are interested in or fall into a particular category. For example, a niche market might be motorcycle riders

- (1.) Businesses (Promotional, Tourist souvenir, Retail fashion)
- (2.) Schools (Band and Sports Boosters, Cheer and Dance)
- (3.) Organizations (Civic groups, Clubs, Special Interests)
- (4.) Athletic (Teams, Leagues, Tournaments)
- (5.) Government Services (EMT, Fire Dept., Police, Army etc.)
- (6.) Events (Concerts, Festivals, Reunions, other)



Onsite Events



School Orientation



Sporting Events



Conferences

Onsite Events



<https://transferexpress.com/heat-printing-on-site-guide>

Next Webinar

Money Saving Ideas for Your Fall Printing
Thursday, September 12
2:00 pm ET



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
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- Connect with Us on Social Media

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

Fax: 1-800-833-3877