

# Building A Brand

Tips for Marketing Your Heat Printing Business



# Agenda



**Mia**  
*Presenter*

1. Building A Foundation

2. Social Media Strategies

3. Online Marketplaces Tips

4. Event Marketing Ideas

5. Branding Do's & Don't's

6. Tools & Takeaways





# Why Branding Matters

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- Branding builds trust, recognition, and loyalty
- Helps you stand out in the market
- Increases perceived value of your products

# Define Your Brand Identity

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- Things to ask yourself:
  - What do you want people to feel when they see your brand?
  - What do you stand for?
  - Who is your target audience?
  - What vibe are you giving off?
  - What do you want to be known for?



# Which Do You Prefer?

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## Option 1

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## Option 2

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# Visual Branding

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- What makes good branding
  - Color palette
  - Fonts combos
  - Brand boards
  - Story telling



# Apply Your Brand To Apparel

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- Make it wearable
  - Neck labels
  - Sleeve prints
  - Hem Tags
  - QR codes or Hang tags





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Message



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DTF, Hybrid & Screen Printed Heat Transfers #heatp

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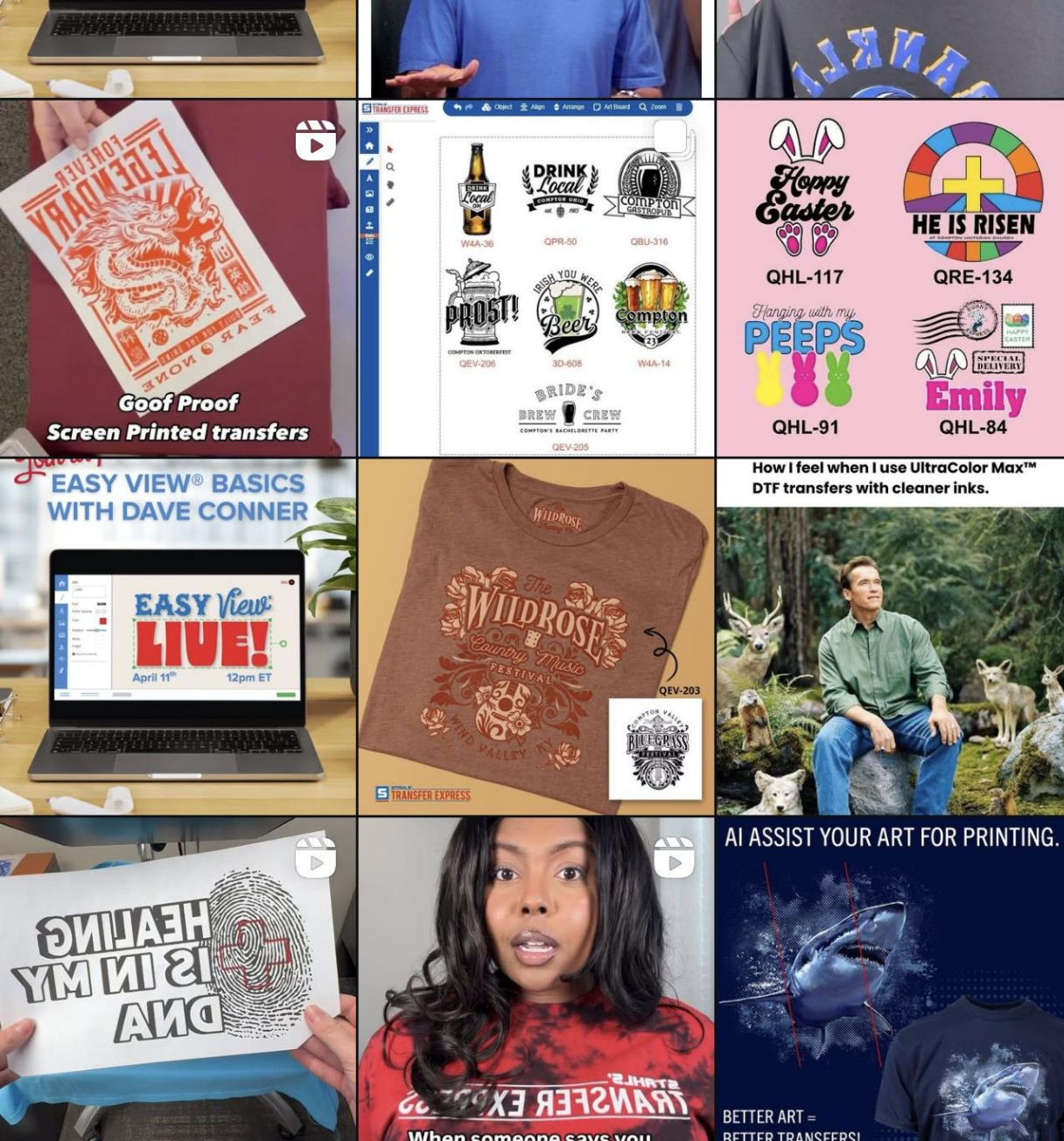
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# Social Media

- Focus on 1-2 platforms where your customer hangs out
- Instagram, TikTok, & Facebook: great for custom apparel
- Link all to your shop or contact form





# What Should I Post?

- Behind the scenes
- Timelapses of pressing
- Product drops
- Reviews & testimonials
- Reels with trending audio

# Selling Online

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# In-Person Selling

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- Branded tablecloth, signage, bags, etc.
- Offer bundles or live pressing
- Use email collection or QR codes
- Bring sample packs or lookbook



# Marketing Kit

- **Pricing for Profit**
  - How to price your products for maximum profitability
  - Understanding material costs vs. labor costs
- **Standing Out in the Market**
  - Diversifying your product offerings (apparel, accessories, team gear)
  - Staying relevant with trends & customer demands
- **Leveraging Social Media & Marketing Tools**
  - How to showcase your products effectively
  - Using Instagram, TikTok, and Facebook to drive sales





# Build Customer Loyalty

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- Thank you notes or packaging inserts
- Loyalty cards or re-order discounts
- Ask for user-generated content
- Use testimonials on social & product pages

# Your Brand – Your Story

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## Mistakes To Avoid

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- Inconsistent visuals
- Copying other brands
- Ignoring your audience
- No clear message or niche





# Key Takeaways

# Stay In Touch

## Email

[info@TransferExpress.com](mailto:info@TransferExpress.com)

## Call us

1-800-622-2280

## Join Us

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# Thanks for Attending!

Any Questions?



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