

# SOCIAL MEDIA FOR SMALL T-SHIRT BUSINESSES

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# AGENDA

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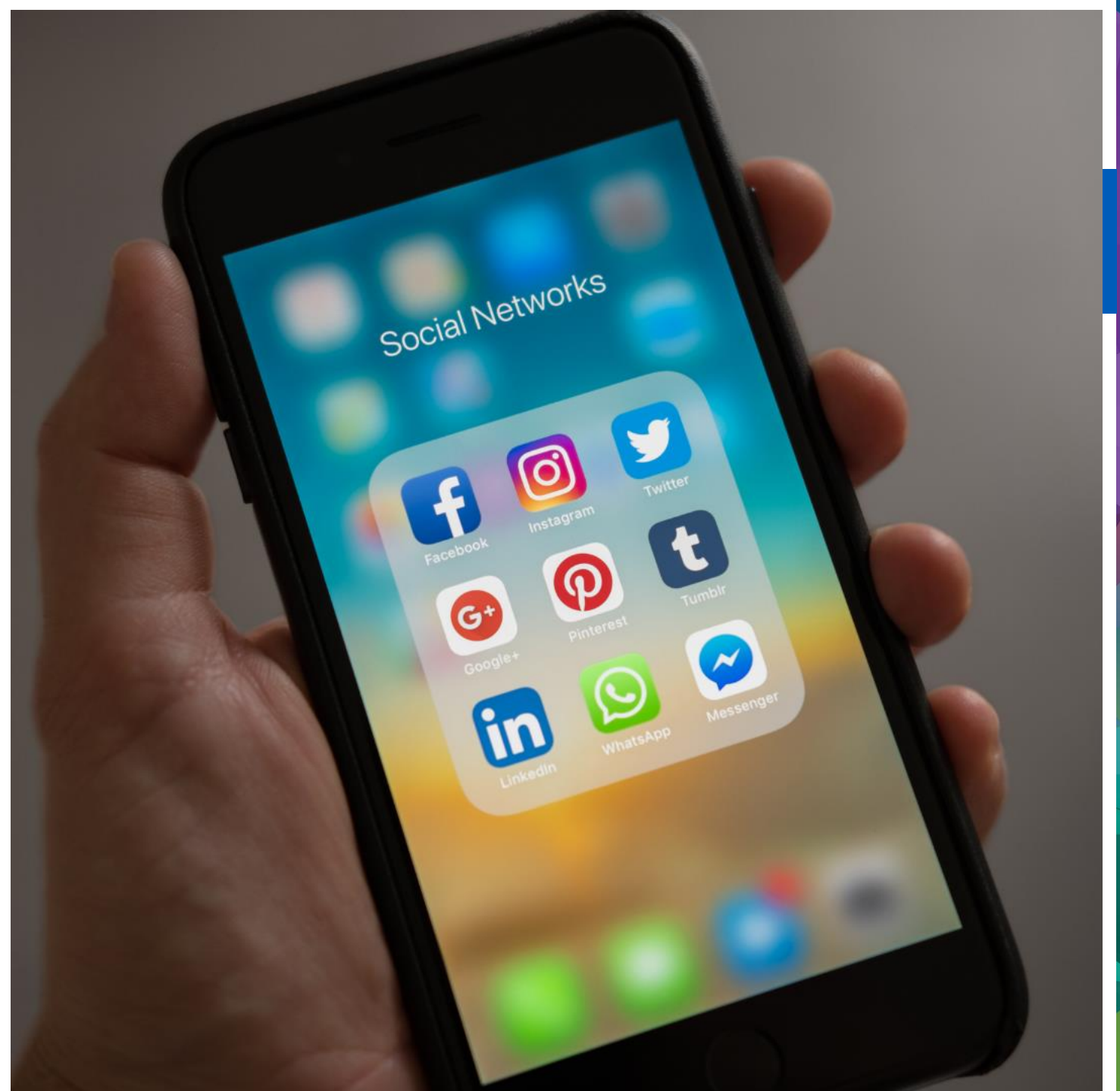
- Why and where to grow your social presence
- Why engagement is crucial
- Tips for creating photos & videos
- What are hashtags & why do you use them
- Creating a publishing schedule
- Paid social ads



# SOCIAL MEDIA MARKETING

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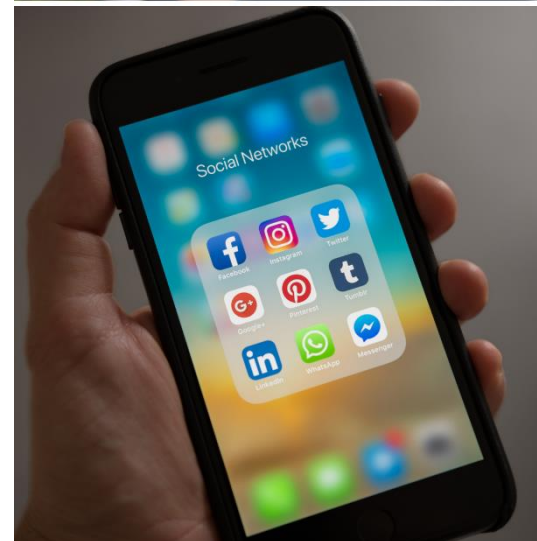
- Leverage all aspects of social media,
  - Includes profiles, posts, messages, reviews, ads and interactions to attract new customers, engage and retain existing customers.
- Allows you to be where your customers are spending their time



# START WITH A PLAN

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- What do you want to accomplish by using social media
- Know your audience
- Get Inspired – Research your competition
- Decide which platform is right for you – know your audience
- Set-up your profile, bio, hours, contact information, services etc.
- Set up a Calendar



# SOCIAL PLATFORMS

- Facebook
- Instagram
- TikTok
- Youtube
- Twitter
- Pinterest
- LinkedIn
- Snapchat

## CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

Who is your audience? How can you reach them? What are your goals?

	Facebook	Twitter	Pinterest	YouTube	LinkedIn	Instagram	TikTok
<b>DEMOGRAPHICS</b>	<b>2.7</b> Billion users Ages 25-34	<b>353</b> Million users Ages 30-49 68% Male	<b>442</b> Million users Ages 30-49 78% Female	<b>2.3</b> Billion users All ages	<b>740</b> Million users Ages 46-55	<b>1.2</b> Billion users Ages 25-34	<b>689</b> Million users Ages 18-24
<b>PURPOSE</b>	Building Relationships	News & Articles; Conversation	"Scrapbook-ing"	"How To", Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships, Conversation
<b>BEST FOR</b>	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
<b>DOWNSIDE</b>	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic

Visual based platforms

# GOOGLE MY BUSINESS

- Top review site
- Improves your search ranking
- Fill out your profile completely
- Add posts and offers to Google My Business
- Online reviews can impact consumer trust, click through rates, and even rankings.
- Respond to reviews in a timely manner.
- Home businesses on GMB

The image shows a Google search for "transfer express". The search results include an advertisement for "Stahls Transfer Express - Custom Heat Transfers" and a snippet for "Transfer Express: Heat Applied Custom Screen Printed ...". Below the search results is a "People also ask" section with several questions related to heat transfers. To the right of the search results is a Google My Business profile for "Stahls' Transfer Express", which includes a map, address, phone number, hours, and a list of products.

Google

transfer express

About 1,440,000,000 results (0.64 seconds)

**Ad** · <https://www.transferexpress.com/> ·

**Stahls Transfer Express - Custom Heat Transfers**  
Highest Quality **Transfers** Available With Custom Art Work. Shop Our Huge Selection Today!  
Custom **Transfers**. Types: Heat **Transfers**, Wholesale Apparel, Custom Heat **Transfers**, Stock Heat **Transfers**, Name & Number Kits.  
7650 Tyler Blvd, Mentor, OH · (800) 622-2280 · Hours & services may vary

Custom Digital Transfers  
Huge Selection of Custom Transfers  
Super Fast Shipping Available

Request Samples  
Know That You Are Providing Your Customers With High-Quality Product

<https://www.transferexpress.com/> ·

**Transfer Express: Heat Applied Custom Screen Printed ...**  
Manufacturer of heat applied custom screen printed **transfers** and digital **transfers** ready to ship in 3 days or less. We also are a provider for blank apparel.

Log In  
Log in to your Transfer Express account to design in Easy View ...

Getting Started  
A screen printed transfer (also known as a plastisol transfer) is ...

Contact Us  
1-800-833-3877 440-918-1920.  
Mail. Stahls' Transfer Express ...

Heat Transfers  
Transfer Express has been The Custom Transfer Source since ...

Heat Applied Transfer Pricing  
Get pricing for all your heat applied transfers including screen ...

Goof Proof Screen Printed ...  
For 100% polyester. Set the press to 325-335°F. Pre-Heat ...

More results from transferexpress.com »

People also ask ·

How do I make my own heat transfers? ▾

How do I transfer a digital screen print? ▾

How do I print a heat press transfer? ▾

How do you make t-shirt transfers? ▾

Videos ·

Stahls' Transfer Express

Webata Directions Save

4.1 ★★★★★ 167 Google reviews  
Screen printer in Mentor, Ohio

Online appointments · Onsite services

Address: 7650 Tyler Blvd, Mentor, OH 44060  
Hours: Open · Closes 5PM  
Phone: (800) 622-2280

Suggest an edit · Own this business?

Products View all

UltraColor Soft He... Full Color Heat Tr...  
Goof Proof Scree... Screen Printed He...  
STATIC WINDOW... Stickers, Banners ...

Explore categories

Full Color Heat Transfers Screen Printed Heat Trans...  
Stickers, Banners & Clings Names & Numbers

Questions & answers  
See all questions (5) Ask a question

# WHAT DO I POST ABOUT?

- Be Authentic! Just like talking to friends.
- Showcase your products and how you make your products
- Timely info, company anniversaries, birthdays, company news,
- Employee spotlights
- Questions to spark engagement.
- Toot your own horn but don't make it all about you.
- Customer success stories and testimonials
- Like, share & reshare content from other industry leaders
- Blog posts
- Videos, Youtube videos
- User-generated content

**xtremepulsefitn...** • Follow  
East Norwalk

**Skylar Grace**  
COMPANY  
skylargraceco  
Follow

140 Following 211.8K Followers 2.7M Likes  
use code TIKTOK to save \$\$ 🍀❤️  
🌟 FOLLOW OUR INSTAGRAM: @skylargrace\_co 🌟  
🌐 www.skylargraceco.com

Videos Liked

13 likes  
xtremepulsefitness Still have time to pre-order the MOTHER'S design in case you want it before mothers day.  
Go to Xtremepulse.fit/shop under Pre-Orders. Check out the motivational design and the Mother's Day inspired design in a new color option. (Hoodies, Tank Top, T Shirts, V Necks)

Get your Pre-Order in before April 24th to be shipped out around May 1 and be entered to win a Hoodie.  
Winner will be announced in the Xtremepulsefitness Dressing Room on April 2!

**Huckleberry Ink**  
Feb 25 · 🌐  
Dreaming of Spring!!! New Merch, New Designs, New Season.

xtremepulsefitness #xos #onlyatxtremepulsefitness #seeyouonyourmat #sma #raiseyourpulsetothextreme #XtremeBurnout #xtreme

**kcswaggershop**

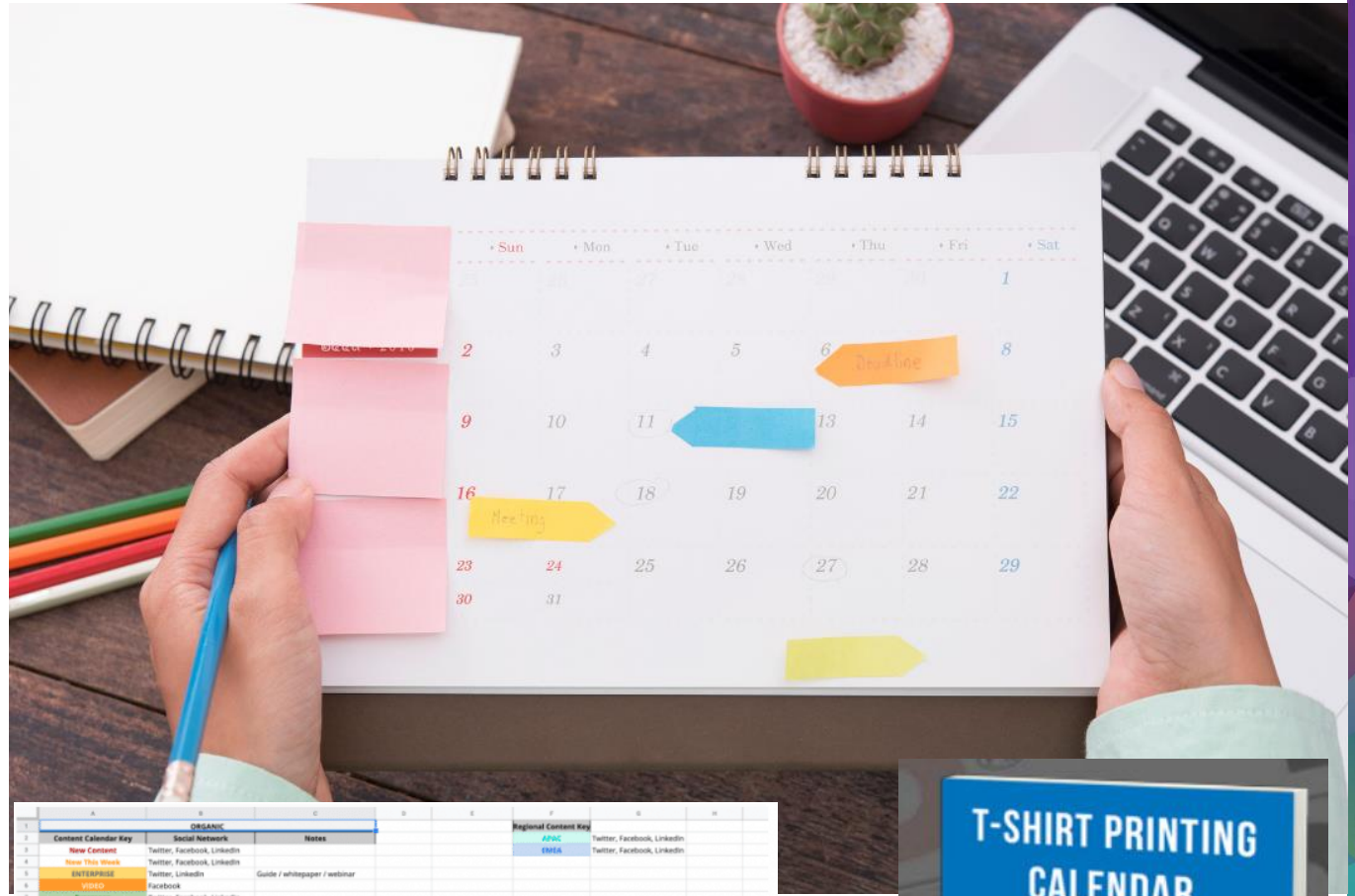
2021 CLASS LISTS

10 likes  
kcswaggershop Coming up on that time of year 🍀 Shout out to the Sixth Graders at Cedar Creek, what a year it's been! Hard to beat a shirt... more  
March 23

Shop Now

# CALENDAR

- Saves time by keeping organized
- Helps you post consistently – even if you are busy
- Preschedule your posts
- Take advantage of relevant moments
- 80-20 rule. 80% to inform, educate, or entertain your audience. 20% to promote your brand or sell your products.
- Repurpose top performing content like from blog posts
- Group photos and videos (9 topics)
- Helpful programs to check out to keep organized: HootSuite or SproutSocial, Later, Trello



	A	B	C	D	E	F	G	H
1								
2		ORGANIC				Regional Content Key		
3	Content Calendar Key	Social Networks	Notes			APAC	Twitter, Facebook, LinkedIn	
4	New Content	Twitter, Facebook, LinkedIn				EMEA	Twitter, Facebook, LinkedIn	
5	Next 700 Week	Twitter, Facebook, LinkedIn						
6	ENTERPRISE	Twitter, LinkedIn	Guide / whitepaper / webinar					
7	VIDEO	Facebook						
8	Instagram	Twitter, Facebook, LinkedIn						
9	Hashtag	Twitter, LinkedIn						
10	Co-brand Content	Twitter, Facebook						
11	Bit Thought Leadership	Twitter, LinkedIn						
12	Announcement	LinkedIn						
13	Content	LinkedIn						
14	ENTREPRENEUR	Twitter, Facebook	Content swap					
15	CAMPAGNOS / CONTENT	Twitter, Facebook, LinkedIn						
16	Social Story/Asset	Twitter, Facebook						
17	PR	Twitter, Facebook, LinkedIn	Announcements					
18								
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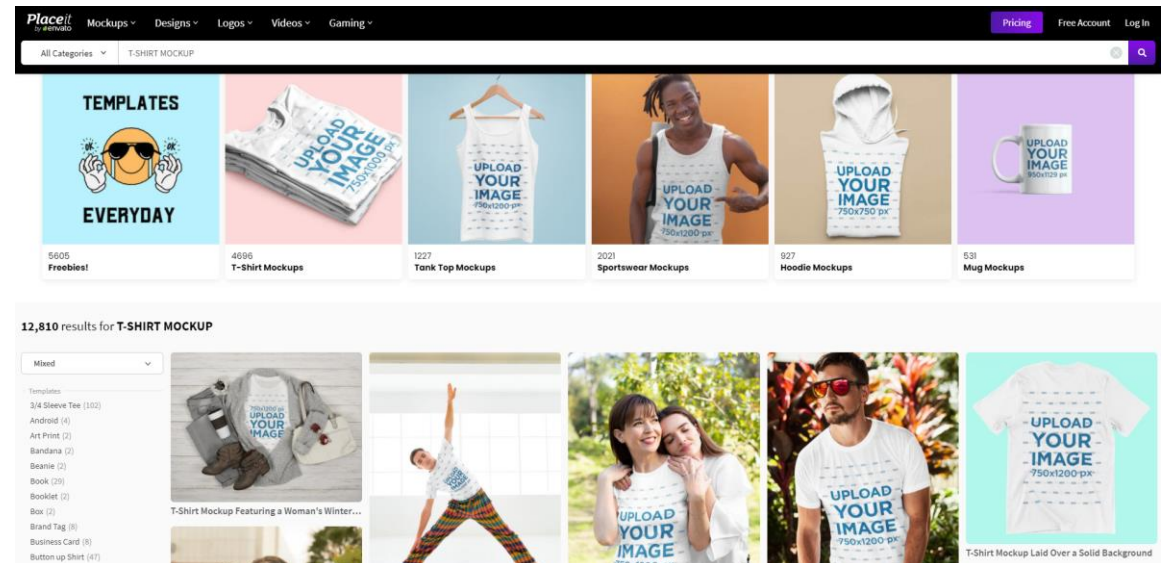
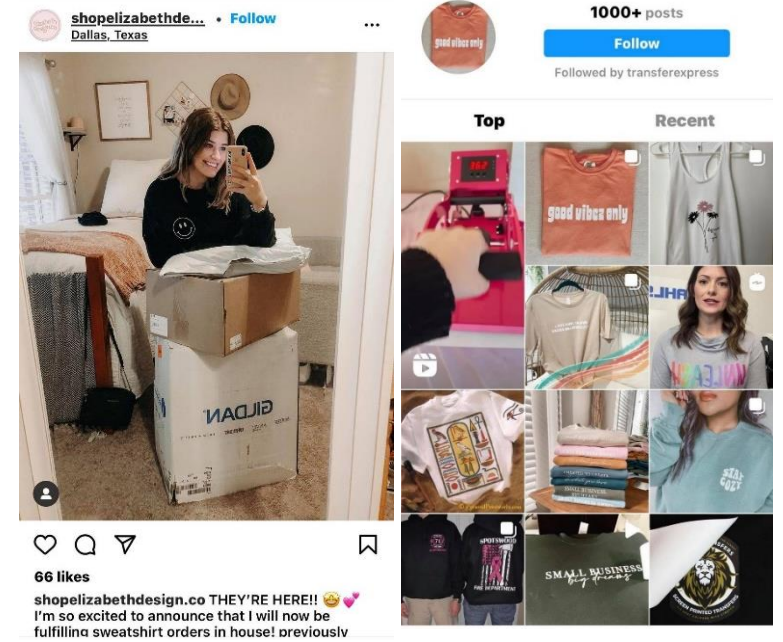
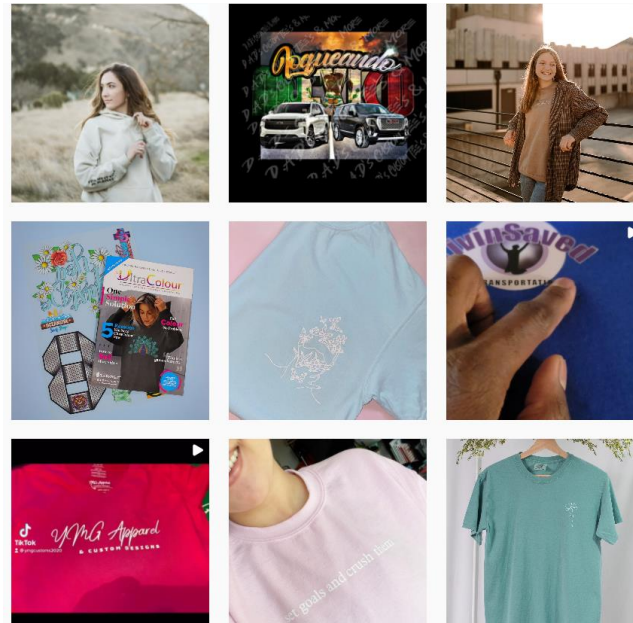


# PHOTOS

- Tell a story with your photos
- Include images with your logo.
- Play with camera angles
- Don't be afraid of candids!
- Keep it simple, don't over edit
- Ask for user-generated content
- Use proper video orientation & photo sizes
  - think of where you plan to share

Helpful programs:

Canva, Placeit, Adobe Spark



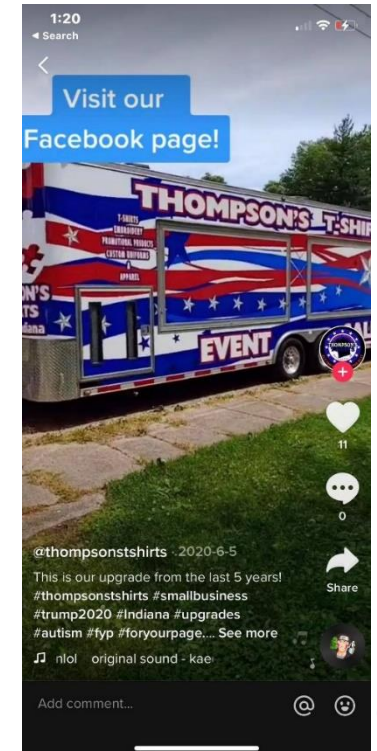
# VIDEOS

- Video are the most valuable content
- Most liked by social platforms, keeps people online longer
- Highest level of engagement
- Keep it short (15 sec - 2 minutes)
- Use your smartphone, film horizontally for regular posts & YouTube, vertical for Stories/Reels or TikTok
- 80% of viewers watch videos with **SOUND OFF!** It helps to add captions
- Instagram Reels, Facebook Live, Stories, IGTV

Helpful programs:  
Animoto, Clips, Ripl, Adobe Spark, iMovie



2 likes  
cascadiaclothingco Koozie night!



# SOCIAL ENGAGEMENT

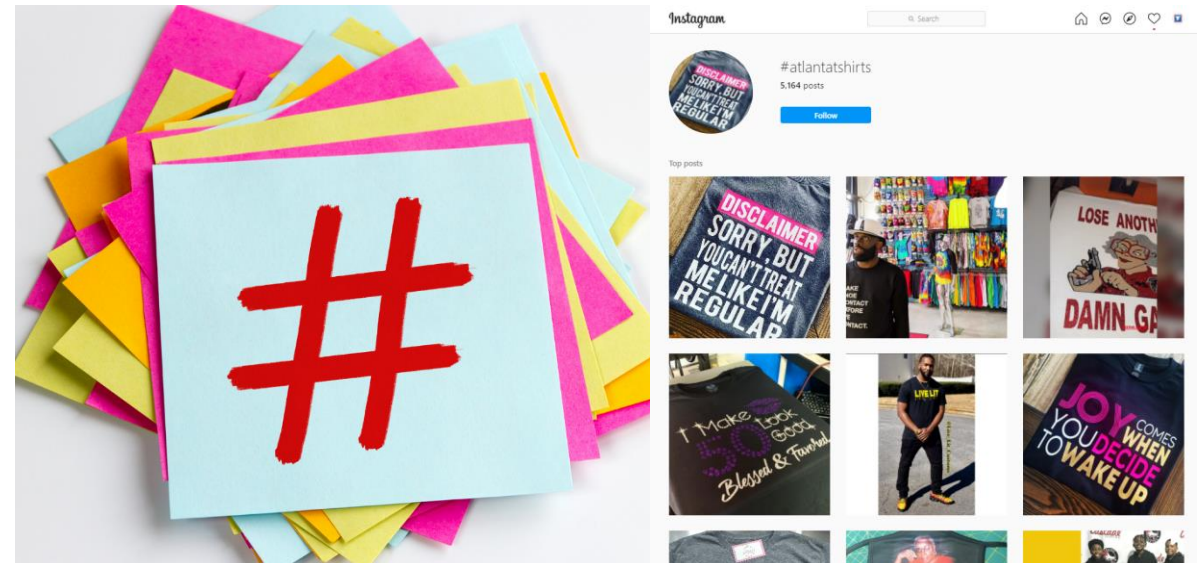
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- What is engagement? Measurement of comments, likes, and shares
- Share valuable content your customer wants to see
- Think conversation, not broadcast. Be human
- Encourage a response and keep the conversation going
- Respond to questions, comments in a timely manner
- Spend a few minutes each day responding to comments
- How often to post? At least weekly, Daily if valuable content.
- Higher engagement gets your post seen on the Explore or For You pages which means...more followers!



# HASHTAGS

- Hashtags – allows content to be highlighted and searched
- Use hashtags that fit your brand, but keep it short
- Make a list, aim for 5-10 hashtags on your post.
- Create a unique hashtag for your business. Add to your bio, posts and encourage customers to use it.
- Follow your hashtag to you get notified when someone uses it
- Relevant hashtags for your niche, geographic location on your posts and Stories
- Tag or hashtag your customer in the photos so their followers see your post



# ADVERTISING ON SOCIAL MEDIA

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- Great way to reach more of your audience and target specific audiences
- Social channels only show your posts to small portion of your audience.
- To reach more , try social advertising
- Requires time & money, learning curve
- Focus on one platform
- Know what you want to accomplish: sales, leads or both?
- Your social ads should be relevant to the target audience:  
Targeting people based on their interests, clicks to your page, engagement on your social channels,
- Upload your own customer lists
- Facebook pixel for tracking



# 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](mailto:info@transferexpress.com)
- Call us: 1-800-622-2280
- Read and subscribe to our blog: [blog.transferexpress.com](http://blog.transferexpress.com)
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- Watch us on YouTube