MARKETING TIPS FOR YOUR T-SHIRT BUSINESS

These simple yet effective marketing practices may be all you need to start making sales.

WHO ARE YOU DESIGNING FOR?



BRANDING DONE RIGHT

What is branding?

Branding isn't just your logo. It's how customers view your company through their experiences with it. When they hear your company's name, what pops into their head?

Visual 90% of purchases are made subconsciously, which is why **Identity** choosing the right name, logo, color palette, etc. is so important.(1)

A WORD ABOUT DESIGNS

Creating your own designs will help your branding strategy

Using design templates and t-shirt mockups can make designing and selling your t-shirts easier





SOCIAL MEDIA USES

of people are more likely to use a brand's product if the brand responds to them on social media.(2)

of people say they are more likely to buy from a brand they follow on social media.(3)

Loyalty

FOCUS ON CUSTOMER EXPERIENCE

2.6 BILLION

is what slow loading websites cost retailers in sales each year.(4)

of shoppers who are diss with their site visit will go somewhere else to shop

of shoppers who are dissatisfied somewhere else to shop next time(5)

(3) https://www.crowdspring.com/blog/successful-branding-for-entrepreneurs-statistics/

- (1) https://www.crowdspring.com/blog/successful-branding-for-entrepreneurs-statistics/ (2) https://sproutsocial.com/insights/data/q2-2016/

(4) https://www.invisionapp.com/blog/statistics-on-user-experience/ (5) https://econsultancy.com/blog/10936-site-speed-case-studies-tips-and-tools-for-improving-your-conversion-rate

Having trouble bringing your t-shirt designs to life?

We can help with that!

Design a T-Shirt!

