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?
- Identify your market and niche
- Focus on filling their needs
- Find a way to stand out

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

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

Interact
70% of people are more likely to use a brand's product if the brand responds to them on social media.

Loyalty
71% of people say they are more likely to buy from a brand they follow on social media.

Focus on Customer Experience

$2.6 BILLION is what slow loading websites cost retailers in sales each year.

64% of shoppers who are dissatisfied with their site visit will go somewhere else to shop next time.

Having trouble bringing your t-shirt designs to life?
We can help with that!

Design a T-Shirt!

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