

Intro To Digital Ninjutsu

A CRASH COURSE IN E-COMMERCE & DIGITAL MARKETING
DTG PRINT BUSINESS EDITION 2020

Sergio Ramirez

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Why Listen To Me?



Serg Ramirez

Director of Digital Marketing
at

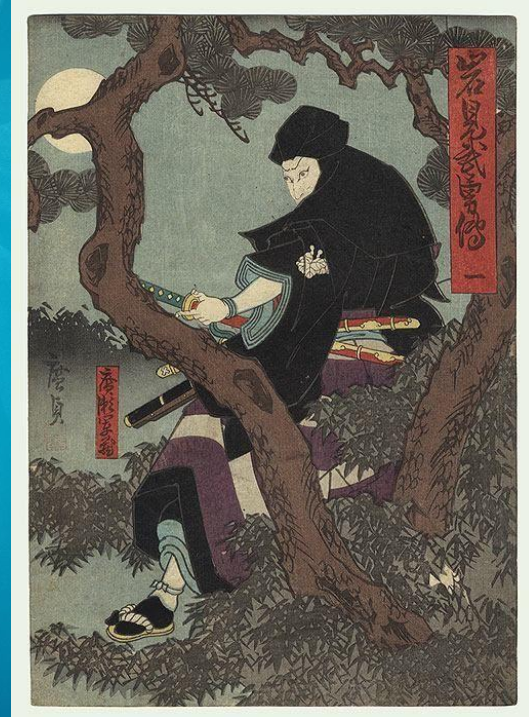
OmniPrint International
sergio@omniprintonline.com

- Bachelor's of Science in Digital Filmmaking & Video Production
- Started my career in 2010 in the television industry as a production assistant then as a post production data manager and video editor with studios such as NBC/Universal, Telemundo, AMC, & LATV
- Had a short stint working in the Hollywood film industry as a camera operator and post-production
- Made the move into temporary contracted corporate gigs by producing and editing video content for various Silicon Valley startups and helped established companies with lower level multimedia logistics including Facebook, Yahoo!, Safeway.com, and more
- Managed social media, did photography, copywriting, & sales for a high ticket fine wine broker in Mountain View CA, which hosted exclusive wine events for surrounding tech giants including Google, Oracle, and more
- Came back to Southern California to produce video ads at a now-defunct marketing content production house; specialized in producing digital video ads for a wide variety of companies ranging from clothing to CBD supplements
- Was contracted by OmniPrint to produce freelance multimedia content in 2015; was officially hired in 2018
- Focused on the higher-level aspects of marketing and advertising, studying and learning while working at OmniPrint
- 2019: promoted to Director of Digital Marketing
- 2020: I have produced over 500 video ads for various companies including OmniPrint that helped produce over \$50 Million in revenue sourced directly from ads

Why Be A “Digital Ninja”?

Characteristics of a Shinobi & Kunoichi

- Shinobi (male) & Kunoichi (female) are practitioners of the art of Ninjutsu
- Mainly noted for their remarkable level of stealth executed with impeccable strategy
- Exhibit boundless techniques of non-detection, avoidance, and misdirection while focusing on their targets
- Invested great dedication in perfecting their craft to become among the most dangerous warriors in history





Stealth & Tactical Strategy Is Key!

- 
- 1. You need to generate digital traffic.**
 - 2. That traffic must be converted into revenue.**
 - 3. #1 & #2 are no simple tasks! People just aren't as gullible with sales as they used to.**

People Aren't As Gullible As They Used To Be

- People recognize sales patterns and know their way around them.
- Attention spans are at an all time low.
- Your potential buyers are targeted by tons of other advertisers throughout the day everywhere they look.
- This pandemic has affected how people buy, transformed their lifestyles, and who they trust to buy from.
- You aren't the only DTG printer.

STEVIE WONDER
"If I could play video games,
you bet it would be ATARI!"

Stevie isn't superstitious by rule...but when it comes to fun, he knows what's what! And when it comes to a game console system, only the Atari 2600 will do. "My friends tell me the graphics are the best. I don't know what that means, but I know with the Atari 2600 they must be spright and extra right!"

Only Atari brings the arcade classics home. Only Atari 2600 has home versions of Stevie's favorites - Space Invaders, Pac-Man, Missile Command, Asteroids, Breakout, and more - the greatest arcade hits of all time. Stevie has them all. He likes to hear his friends having fun!

Simple, straightforward controllers.
With some systems controllers, Stevie would be all thumbs. What are numbers when you can't see? That's why Atari gives you easy-to-use joysticks and paddles. Even Stevie can fumble his way through a joystick.

You don't need two people to play with an Atari 2600. Or even two eyes. All the best Atari games can be enjoyed by a single player. Stevie likes to play alone, even if he has no idea what's happening... "I love the sound of fun!"

ATARI

© 1981 Atari, Inc. A Warner Communications Company
CIRCLE 118 ON READER SERVICE CARD



Stealth & Tactical Strategy Is Key!

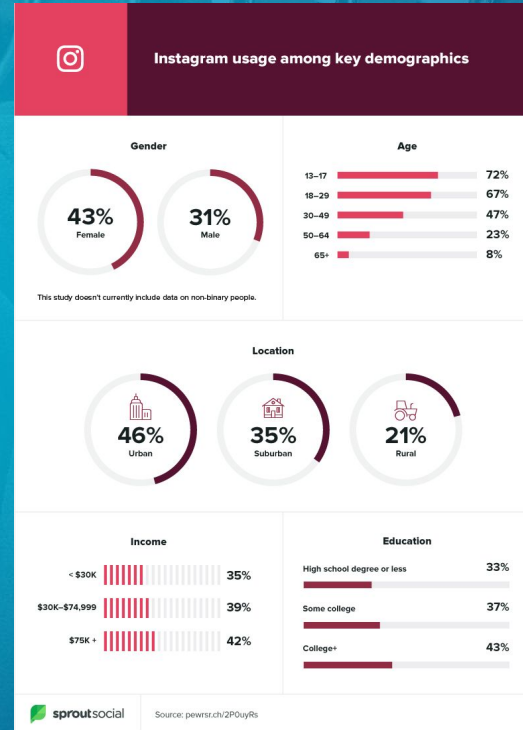
What's Your Product/Service?

- Establish what you will be focusing on with your DTG printer & equipment!
- Custom Printing Service?
- Digital Print On-Demand Fulfillment?
- Clothing Brand Startup?
- Youth & School Sports Apparel?
- Novelty & Souvenir Apparel?
- Monthly Loot Box?
- HOW WILL YOU BE MAKING YOUR MONEY?



Know Your Customer!

- Establish who your potential customers are for your product/service (consumer, b2b, education, etc)
- Identify additional industries and niches you can target directly with your product/service
- Where do these ideal customers live?
- What does your ideal customer like to see?
- Get inspiration from companies that are similar to what you are getting into!



What Is Your Offer & Call To Action?

- What is your core offer? What will you offer in addition to your core offer?
- What's your pricing going to be?
- What is your main Call To Action or how will you be presenting your core offer to your potential buyers?
- For each piece of marketing content, determine what the end goal is: are you looking to expand your following or are you looking to stimulate e-commerce sales?

Slite Features Use cases Templates Pricing Sign in [Create your team](#)

Pricing guide

Start for free, upgrade when your team's ready

ANNUALLY MONTHLY

Free

Start writing and organizing at your team's pace

\$0
per month

[Start for free](#)

- Unlimited team members
- 50 shared notes/month
- Unlimited personal notes
- Limited revision history
 - Slack integration
- 2GB storage
- Attachments up to 10MB/file

Standard

Unlimited usage and increased features

\$6.67
per user per month

[Start for free](#)

- All Free features
- Unlimited shared notes/month
- Unlimited revision history
- Zapier integration (coming soon)
- 10GB storage
- Attachments up to 200MB/file
- Exported PDFs free of Slite branding
- Priority support
- Administrator rights
- SSO - Special offer

An Enterprise plan is coming soon for larger teams with enterprise features and offers. [Contact us](#) if you're curious about this future plan.

Our pricing is fair

You'll only pay for active users who get value out of Slite. [Learn more](#)

Features	Free	Standard
Shared notes credit	50 shared notes/month	Unlimited
Revision history	2 last checkpoints	Unlimited
Integrations	Slack integration	All integrations



Every Customer Is Sent On A Journey

THE CUSTOMER JOURNEY



END!

ADVOCATE

CONVERT YOUR HAPPY BUYER INTO A "PASSIVE PROMOTER" BY SIMPLY ASKING FOR THEIR FEEDBACK
EX: POST-AMAZON SALE EMAIL

PROMOTE

LEVERAGE INCENTIVES FOR CURATING PROMOTED REVIEWS FROM BOTH BUYERS AND RELEVANT MICRO-INFLUENCERS

ASCEND

PRESENT ADDITIONAL RELEVANT OFFERS THAT CAN LEAD TO MORE PURCHASES OVER TIME! (DEALS, BUNDLES, ETC)

EXCITE

EMPHASIZE THE VALUE OF THEIR PURCHASE. GET THEM EXCITED TO BUY FROM YOU!

CONVERT

CLOSE THE SALE!!!

RAISE AWARENESS

HELP THEM REALIZE YOU EXIST BY BRINGING ATTENTION TO A PROBLEM/ISSUE

ENGAGE

INTERACT WITH THE PROSPECT & DEVELOP A RELATIONSHIP WITH THEM.
EX: FREE CONTENT, JOINING GROUPS, ETC

SUBSCRIBE

NOW THAT YOUR PROSPECT KNOWS YOU, CAPTURE THEIR CONTACT INFO!
EX: EMAIL NEWSLETTER, BLOG, ETC

PROSPECT



Websites

Bad Examples



Pacific Northwest X-Ray Inc.

Simply the Best!



X-Ray and Radiology? You are at the source! Here you will find hundreds of pages of X-Ray related accessories, parts, supplies, and equipment. Accessories from Lead Aprons to Lead Markers. X-Ray equipment including portables. Not mention X-Ray parts. Be sure to keep checking back as our web design team is constantly updating the information on the current items and adding new products as they become available.

Search by Product Name, Brand Name, Stock Number and more!

Equipment

Darkroom Equipment & Film Processors (15)
Digital/DCOM/PAACS Products
Medical Equipment/Patient Care Equipment (9)
Power and Loan Tables (2)
Portable Radiographic (3)
Radiation Survey Meters (7)
Silver Recovery Systems (4)
Film Viewboxes (29)
[More products/complete listing](#)

Accessories

Cabinetry & Storage (11)
Cassette/CR Plate Storage - Transport - Viewing (17)
Cassette/Film/Surgical Case Carts (10) - Exam Room Products (18)
Film Carry Cases/ Cassette Holders/ Plate Boxes (2)
Film Caddies - Wall Film Racks - Positioning Loam (11)
X-Ray Markers (9) - Sandbag - Shields (9) - Table Pads
Lead Protection Products (Apron (7))
Gloves - Mobile Barriers - Windows - Eyewear (4)
Blocks
Clear Barriers - Thyroid Collars - Gonad Protection
Warning Signs - Ultrasound Accessories
[More products/complete listing](#)

Supplies

Custom Printed CD Media and Packaging (3)
Jacket Labels and Dispensers
Disposing Chemistry
Film Envelopes - X-Ray Screen Cleaner

Parts

X-Ray Grids - Collimator Lamps
High Voltage Cables

[Why We're The Best!](#) [How To Purchase](#) [Closeouts & Bargains](#) [Radiology Related Links](#) [What's New Around Here?](#)

Pacific Northwest X-Ray Inc.

P.O. Box 625 - Gresham, OR 97030 U.S.A.

Phone Numbers...

Toll Free U.S.A. : 800-927-XRAY (800-927-9729)
866-PNW-XRAY (966-769-9729)

Outside U.S.A. : 1-503-867-3000

Fax : 1-503-866-8855

[This web site is our catalog! No printed catalog is available.](#)

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SERG'S GOOD WEBSITE FORMULA:

PROFESSIONAL DOMAIN & EMAIL

+

RELIABLE PLATFORM PROVIDER(S)
[WEB HOST, E-COMMERCE, ETC]

+

CLEAR CONTACT & LOCATION INFO

+

EASY PRICING OR QUOTE REQUEST

+

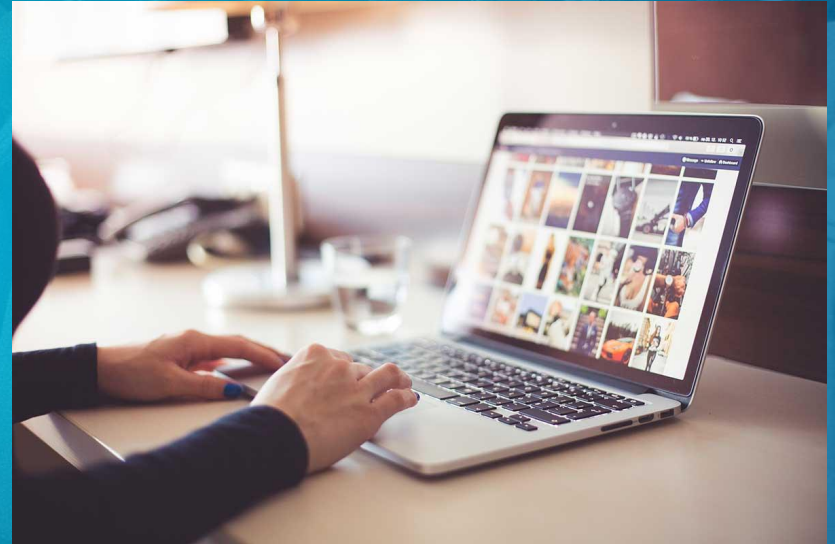
SOCIAL PROOF & MULTIMEDIA

=

A GOOD WEBSITE

Professional Domain & Email

- Your business won't be taken as seriously with a domain that ends in “.wix.com” or “.squarespace.com”
- Invest in a simple web domain name that's short, catchy, and somewhat explains your business (ex: dtgprintinc.com)
- Get an email with your domain to appear professional as opposed to an regular @gmail.com or @hotmail.com



Tools: Website Builders & Domain Hosts

- **Wurk.net** - Specifically developed for print shops and OmniPrint DTG technology, optimizes your entire print business
- **SquareSpace** - Simple drag & drop using premade templates
- **Wix.com** - Simple drag & drop using premade templates
- **GoogleMyBusiness** - Simple Customizing
- **WordPress** - Arguably one of the most powerful, customizable web platforms

```
<!doctype html>
<html <?php language_attributes(); ?>

<head>
<meta charset="<?php bloginfo( 'charset' ); ?>">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<meta name="theme-color" content="#fff">
<link rel="pingback" href="<?php bloginfo( 'pingback_url' ); ?>">

<?php if ( get_post_meta( $post->ID, "head-inject", true ) != '' )
echo get_post_meta( $post->ID, "head-inject", true ); else; ?>

<?php wp_head(); ?>

<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-67998-1', 'auto');
ga('send', 'pageview');
</script>

</head>

<body <?php body_class(); ?>
<div id="navigation">
<div class="logo">
<a href="<?php echo esc_url( home_url( '/' ) ); ?>" title="Home">
<svg class="logo-svg" viewBox="0 0 50 50">
<polygon class="bolt" points="27.8,10.6 17.1,29 24.9,27.1 22.1,39.6 32.8,21.2 25.23,1"/>
<path class="st1" d="M3.3,24.2L11.9,5.8v2.3L9.4,4.4v0.1l9.4,4.4v2.3L3.3,26.1V24.2"/>
<path class="st1" d="M46.7,26.1L11.9,5.7v-2.2l9.6,4.4v-0.1l-9.6,4.4v-2.2l11.9,5.7V26.1z"/>
</svg>
</a>
</div>
<nav id="nav">
<a href="#nav" title="Show navigation">Show navigation</a>
<a href="#" title="Hide navigation">Hide navigation</a>

<?php wp_nav_menu( array(
'container' => false,
'menu' => __( 'Main Menu', 'photricity' ),
'menu_id' => 'menu',
'dePTH' => 2

```

Clear Location & Contact Info

- How do you expect customers to work with you if there's no simple way to see or retrieve contact info or an address?
- Add your phone number and/or email address to all headers on each of your website's pages
- Add your complete business address to all footers on each of your website's pages
- Add a "Contact Us" page that shows all info needed for contacting or visiting

Contact Us

Contact Us
Headquarters (Toll-Free):
800.899.1000
Headquarters:
801.899.1000
Sales
801.805.9500
Fax
801.805.9501
info@domo.com

Come see us
Domo, Inc.
772 East Utah Valley Drive
American Fork, UT 84003

24/7 support
Open a support case.
dojo
The online Domo community.
Join the conversation.

Contact Us
Fill out the form below and we'll get back to you shortly.

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Please enter your message...

SEND MESSAGE

Easy Pricing or Quote Request

- Pricing is arguably the #1 most important aspect of all print businesses, especially DTG print businesses
- It's vital that you make it as easy as possible to either understand your pricing structure or easy to request a quote via a contact form
- If one site has pricing and yours doesn't, the site with pricing will win the customer
- Many visitors will hesitate on quote forms with no pricing matrix

DTG Pricing on WHITE shirts

Garment QTY	3" w x 2" h	5" w x 5" h	6" w x 12" h	8" w X 12" h	12" w X 6" h	12" w X 8" h	12" w X 12" h	14" w X 16" h
1 (Sampling)	\$5	\$7	\$10	\$15	\$15	\$15	\$17	\$20
2 to 6	\$3	\$4	\$6	\$7	\$6	\$8	\$9	\$12
7 & up	\$2	\$3	\$6	\$7	\$5	\$7	\$8	\$10

DTG Pricing on COLOR shirts

Garment QTY	3" w x 2" h	5" w x 5" h	6" w x 12" h	8" w X 12" h	12" w X 6" h	12" w X 8" h	12" w X 12" h	14" w X 16" h
1 (Sampling)	\$7	\$9	\$15	\$15	\$15	\$15	\$17	\$25
2 to 6	\$5	\$6	\$8	\$10	\$8	\$10	\$11	\$14
7 & up	\$3	\$4	\$8	\$9	\$7	\$9	\$10	\$12

NOTE:

DTG (Direct print on To the Garment without having to use screens, films, ...) is all about amount of ink used to print your design and not number of colors in your design, therefore to get an accurate cost for your project:

A- E-mail us your design and tell us how large you want the image to be printed.

B- tell us if it's going to be printed on color fabric or white fabric so that we know if the prints a layer of white base or not.

Social Proof & Multimedia

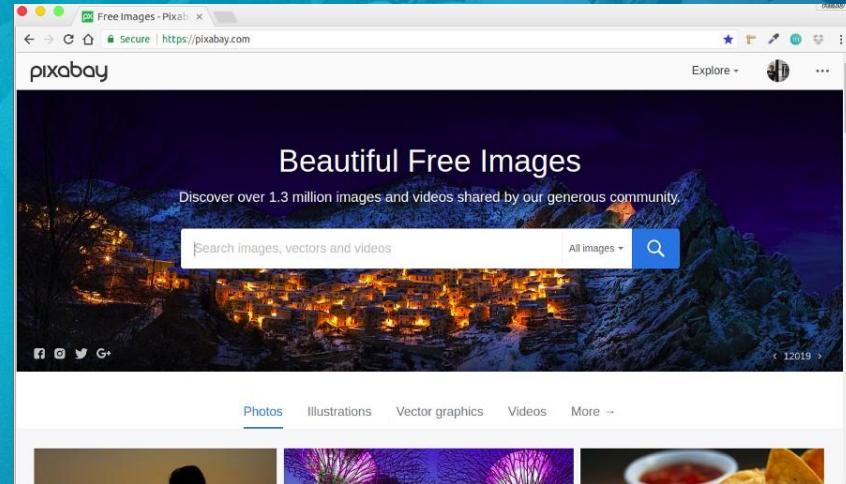
- Social Proof is the idea that consumers will adapt the behavior according to what others are doing
- By featuring reviews from customers, photo/video examples of your work, and social media posts featuring prints you've done; this will empower and encourage the buyer to move forward with your business based on the past experiences of others
- Digital word of mouth is a powerful ally

A screenshot of a social media review feed. It shows five reviews from customers, each with a profile picture, name, star rating, date, and a short text review. The reviews are from Robert Dixon (5 stars, Sep 14, 2018), Bonnie Gumbs (5 stars, Aug 5, 2018), Curtis (3 stars, Jul 24, 2018), Anna (5 stars, Jun 27, 2018), and Jared Leno (5 stars, May 16, 2018). The reviews mention 'Caesars (bloody marys)', 'Hidden beer garden', and 'wedding absolutely amazing!'.

A screenshot of a 'Rate & Review' section for Arthur Steak House, Astoria Hotel NYC, 64 E. The section displays a grid of reviews. Each review includes a profile picture, name, star rating, date, and a short text review. The reviews are from Robert Dixon (5 stars, May 16, 2018), Bonnie Gumbs (5 stars, June 12, 2018), Anna Lisse (5 stars, August 4, 2018), Curtis Muhlolland (4 stars, July 30, 2018), Jared Leno (5 stars, May 16, 2018), and Anna Caye (5 stars, May 16, 2018). The reviews mention 'Caesars (bloody marys)', 'Hidden beer garden', and 'wedding absolutely amazing!'.

FREE Stock Multimedia Resources

- Pixabay: FREE stock images and videos
- Unsplash: FREE amazing photographs by up and coming photographers
- PNGTree: Millions of high quality PNGs & vectors available with FREE limited downloads (also great for DTG)
- EndlessIcons: Tons of FREE icon files for use with your website or marketing material
- Giphy: A massive library of animated gifs great for use with email and social media



What NOT To Do With Your Website

- DON'T have music or a video with audio play automatically with no clear way of stopping it
- DON'T run 3rd party ads which can target for irrelevant content or ads by your direct competitors (You don't need ad revenue! Web hosting isn't expensive anymore!)
- DON'T feature copyrighted images of any kind, especially on t-shirt designs
- AVOID "Enter Site" pages! Don't put up a wall for all visitors to get past!





Email Marketing

SERG'S WINNING EMAIL FORMULA:

EYE-CATCHING SUBJECT LINE

+

1-ON-1 CONVERSATIONAL TONE

+

TOP TAKEAWAY

+

CALL TO ACTION

+

SOCIAL PROOF & MULTIMEDIA

=

A GUARANTEED OPENED EMAIL



The Goal:
Avoid the spam folder!

Eye-Catching Subject Line

- Don't underestimate the power of emojis and how they can help humanize your email subjects versus the daily mundane ad emails
- Implement personal email elements such as "ATTN:...", "FWD:...", or "RE:..."
- Include personalized subject lines that automatically includes the name of the recipient. This alone increases open rates as much as 42%



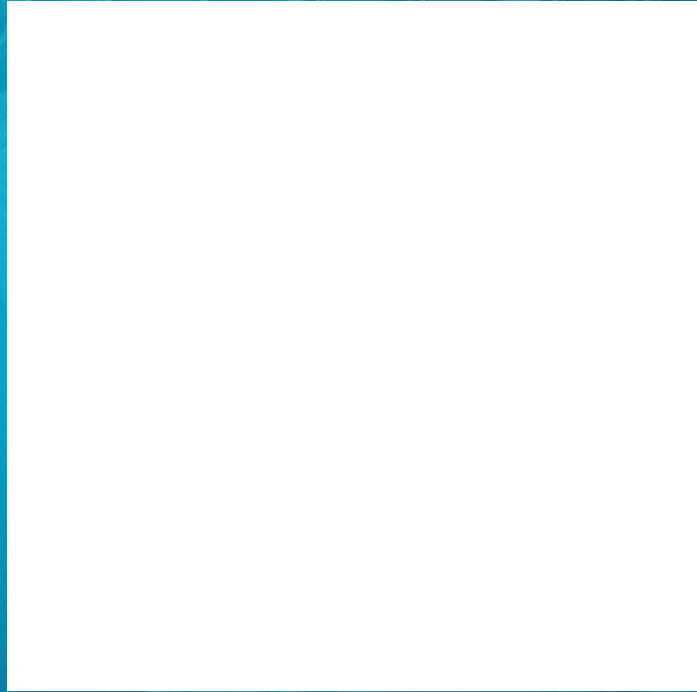
1-On-1 Conversational Tone

- The point is to distinguish your email from the rest of the spammy ad emails. Humanize your email!
- Instead of talking like a commercial for a new burger from Carl's, talk like you're a friend that tried this new Carl's burger and now you're recommending it to your friends
- Make it casual but don't be too unprofessional. You're still going to sell them on something!



Top Takeaway

- Each of your emails should all have a take away for your readers
- No matter what you're pitching, your reader must be getting something of value out of opening your email to begin with
- Examples include:
 - story with moral that emphasizes problem that your specific product/service can solve
 - compiling "top lists" to provide an entertaining, educational read with a CTA



Call To Action

- Before creating a marketing campaign, it is absolutely vital to the success of the campaign that you determine a Call To Action (CTA)
- What do you want your reader to do after reading your email? Buy? Subscribe?
- Without a Call To Action, you're basically a chicken running around with its head cut off, bleeding marketing spend and valuable impressions all over the place.





Social Proof & Multimedia

- Breaking up your email body with multimedia assets (emojis, gifs, photos, etc) can greatly improve your readability by intriguing the reader to continue reading as they're entertained with visual aids as they read
- Like in your website, digital word of mouth is everything. Including customer reviews in the footer area if your email helps give the reader the extra oomph needed to click through to your site



My Mockup Example: Guaranteed To Perform

RE: Will it get worse, Serg?  

Sergio Omniprint International <sergio@omniprintonline.com>
to me

3:02 PM (0 minutes ago)

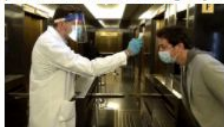
Serg,

Hope you've been staying safe and healthy during these turbulent times. 🙏



As a fellow small business owner, I empathise with those affected by the government's restrictions, which have kept many small businesses in the area **CLOSED** 🚫 to reduce the spread of coronavirus infection. While this may help prevent COVID-19, it's hitting small business owners where it hurts the most! 🙏

If you've been watching the news recently, then you know first-hand that unfortunately, a vaccine for COVID-19 is still a long ways away and that this whole pandemic won't be ending anytime soon.



But at times like this, it's vital to pivot to new solutions in order to evolve with the ever-changing economy in the midst of a pandemic.

While some businesses were able to pivot to digital and other adaptations, many businesses including restaurants without outdoor seating, tattoo parlors, barbers, and others (possibly including yours) weren't exactly able to follow suit.



With these businesses facing a complete cut-off of revenue earnings from foot traffic, I could not stand by to let this continue as a dedicated member of the local chamber of commerce.

So I have decided to put a pause on my public custom t-shirt printing services to help these small businesses start generating revenue after they've already dealt with 3+ months of no revenue.

Effectively immediately, we are officially offering ALL closed businesses in the area branded face coverings and apparel at wholesale pricing to help raise funds during these trying times.



I am welcoming all businesses that are currently closed due to coronavirus restrictions to work with me on producing affordable fundraising merchandise apparel including customizable face coverings to feature your brand or artwork!

PLUS, there's no need to keep a large amount of inventory that you need to then sell off! Order what you need and we'll take care of the order fulfillment ON-DEMAND! In addition, you can use ANY artwork or logo you own with NO LIMITS!

I am welcoming all businesses that are currently closed due to coronavirus restrictions to work with me on producing affordable fundraising merchandise apparel including customizable face coverings to feature your brand or artwork!

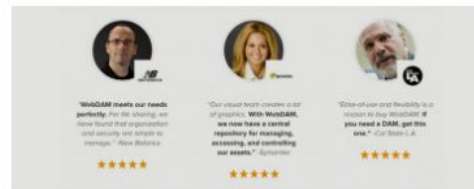
PLUS, there's no need to keep a large amount of inventory that you need to then sell off! Order what you need and we'll take care of the order fulfillment ON-DEMAND! In addition, you can use ANY artwork or logo you own with NO LIMITS!

I'd love to work together with you and help empower your business to bring in revenue during this pandemic. Together, we can persevere with the support of our community and following.

So let's make this happen!



To get started, [CLICK HERE](#)



SERG'S DTG PRINTING
ORANGE COUNTY, CA
714-867-5309
info@sergdtgprinting.com

Mass Email Marketing Providers

- **SendGrid** (\$14-89/mo)
- **MailChimp** (\$9-299/mo)
- **Constant Contact** (\$20-45/mo)
- **Adobe Campaign** (Starts at \$9)
- **Omnisend** (\$16-99+)
- **Pabbly** (\$19-79+)
- **AutoPilot** (\$49-249)
- **Moosend** (\$8-608+)
- & many more

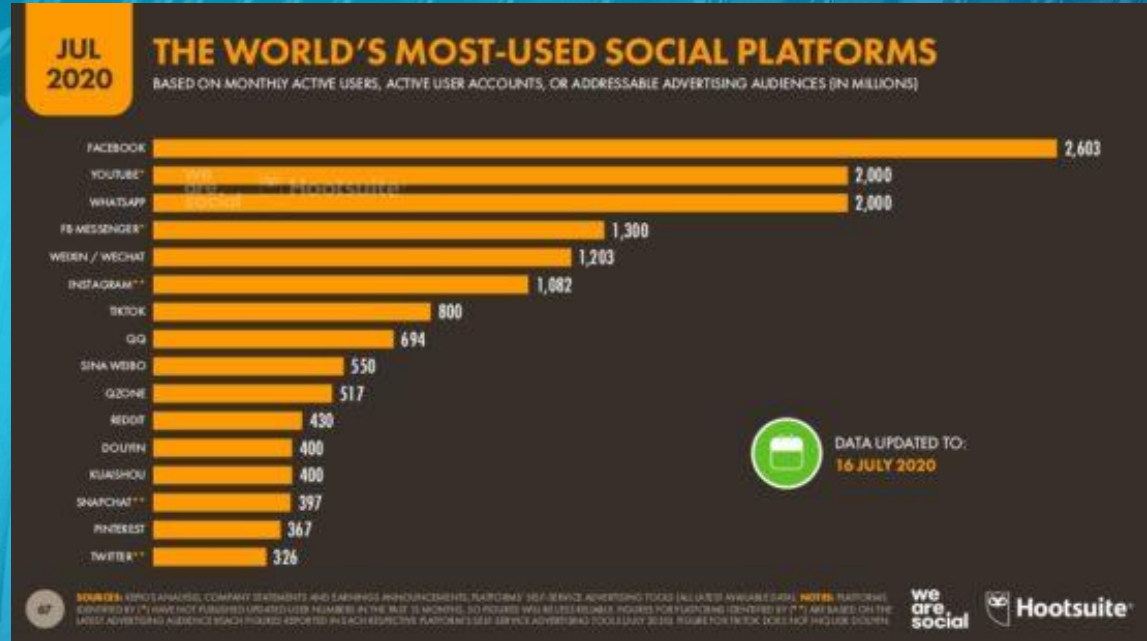




Social Media Marketing

Step 1: Make Sure You're On All Top-Used Social Platforms

1. Facebook & Instagram
2. YouTube
3. Instagram
4. Reddit
5. SnapChat
6. Pinterest
7. Twitter
8. Etsy
9. Google My Business
10. LinkedIn



Step 2: Create Content That Can Be Repurposed Across Platforms

- If you're a one-man-show or working with a very small team, it's vital to maximize your time when creating content, especially because it can be time consuming
- Key Strategy: Create one major piece of long-form content which can then be turned into 20 additional pieces of multimedia content (quotes, videos, pics, etc) to be repurposed across different networks
- Another great strategy is Gary Vee's ["How To Create 64 Pieces Of Content In A Day"](#), which highlights different simple hacks for creating multiple pieces of content for your social media pages
- Change up the presentation for each platform but keep the offer & CTA clear across the board.



Step 3: Leverage Your Content & Run Digital Ads

- Now that you've created a variety of digital content to work with, it's time to leverage some of this content to run ads on various digital ad networks (Facebook/IG Ad Network, Google Display, etc)
- NOW is the time to invest in digital advertisements to start or gain traffic momentum to your website
- It has never been more affordable to gain access to targeting millions of potential buyers
- Digital ad targeting is becoming more and more effective than any other type of advertising
- There are hundreds of hours of free content available on YouTube and Google that can teach you how to run your own digital ads. Start learning today!



SERG'S SIMPLE AD FORMULA:

EYE-CATCHING HOOK
+
PROBLEM AWARENESS
+
ENGAGE & INTRODUCE YOUR BRAND
+
CLEAR OFFER BREAKDOWN
+
**CALL TO ACTION &
LINK TO LANDING PAGE**
=
A SOLID ADVERTISEMENT

Static Ad Example



Snag Tights
Sponsored



You deserve better than hot, thick cycling shorts 🙄 Creams and powders that don't actually work 🙄 So we made our Chub Rub Shorts! Lightweight, moisture-wicking and they actually fit sizes 2 to 32 🙌 They're even made with a special yarn to keep your body up to 1-degree cooler ❄️



This is your summer! Goodbye Chub Rub 🙄
Snag Tights. Tights that fit. We make tights that are genuinely different sizes, to fit comfortably women of all

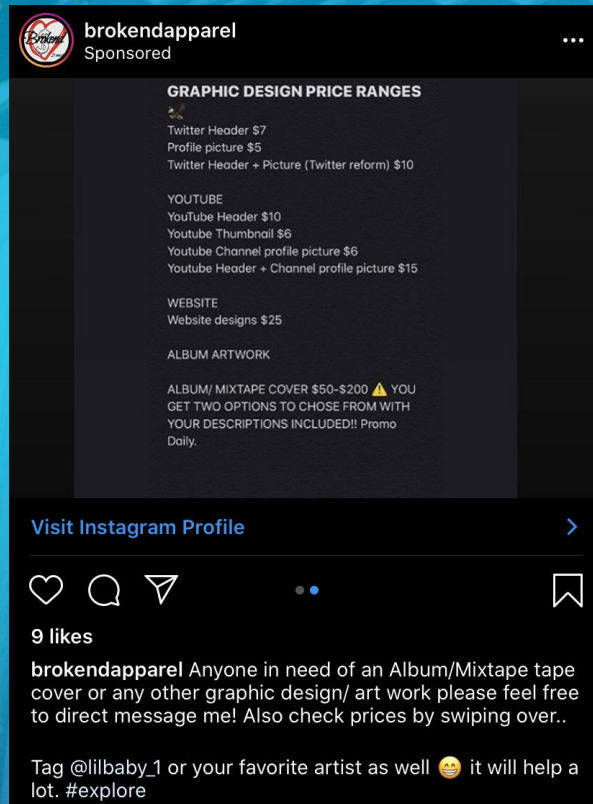
Shop Now


US.SNAGTIGHTS.COM

Video Ad Example



Bad Ad Example:



 **brokendapparel**
Sponsored

GRAPHIC DESIGN PRICE RANGES

Twitter Header \$7
Profile picture \$5
Twitter Header + Picture (Twitter reform) \$10

YOUTUBE
YouTube Header \$10
Youtube Thumbnail \$6
Youtube Channel profile picture \$6
Youtube Header + Channel profile picture \$15

WEBSITE
Website designs \$25

ALBUM ARTWORK

ALBUM/ MIXTAPE COVER \$50-\$200 ⚠️ YOU GET TWO OPTIONS TO CHOSE FROM WITH YOUR DESCRIPTIONS INCLUDED!! Promo Daily.

[Visit Instagram Profile](#)

9 likes

brokendapparel Anyone in need of an Album/Mixtape tape cover or any other graphic design/ art work please feel free to direct message me! Also check prices by swiping over..

Tag @lilbaby_1 or your favorite artist as well 😊 it will help a lot. #explore

What NOT To Do With Your Social Media!

- **DON'T** post unrelated content such as selfies, memes, irrelevant quotes, or anything that wouldn't say "I am a DTG printing company and this is what I offer"
- **DO NOT** fall for buying bots and fake followers/likes. It'll only throw off your demographics and place you under major risk of account suspension. Most of all, fake followers/likes = no one's buying anything
- **DON'T** run ads that lead to your homepage where visitors can run free or just leave. Make sure you lead them to water (direct to a buy page or sign up page)
- **DON'T** share any political or controversial content that may discourage potential and current clientele from working with you
- **DON'T** post any intellectual property! **NOT WORTH IT!!!**



Tracking & Analytics

It's Vital To Track Everything Marketing

- The most important part of marketing is tracking your results and analyzing what's working/not working.
- Most social networks will have built-in analytics tools (Facebook, IG, YouTube, Google, etc)
- Facebook Pixel: Tracks your visitors from Facebook and serves your ads directly to these visitors
- Google Analytics Tracking Code: Tracks your visitors and helps breaks down your cost per result
- HTTP Cookies: tracks your visitors and enables you to target their website experience (track cart activity, frequently searched items, etc)
- In the words of Victor Pena, marketing should never be an expense. Analytic tools will help you avoid this!






Does All Of This Seem Too Hard?




Do You See Yourself Doing This?



If so, awesome! This experience will help you grow as a business owner and increase your traffic in addition to your online sales.



**If not, no worries!
Hire a marketer or
get an intern.**



**But don't hire friends
or family that you know
will half-ass it!**



If an employee with standard wages is not within your budget, outsource your marketing tasks to talented, affordable people by hiring through Fiver or UpWork.

Now go forth and apply what you have learned today!



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THANK YOU!!!

Questions?