

How to Sell Shirt Designs Using Cheap Facebook Advertising & Free Instagram



Facebook Instagram Teespring: How to Sell T-Shirt Designs Using Cheap Facebook Advertising & Free Instagram Influencer Marketing

★★★★★ 5 out of 5

Language	: English
File size	: 5774 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 93 pages
Lending	: Enabled



Are you an artist or designer who wants to sell your shirt designs online? If so, then you've probably heard of print-on-demand (POD) companies like Teespring and Redbubble.

POD companies make it easy to sell your designs without having to worry about inventory or shipping. However, they also take a cut of your profits. And if you're just starting out, then you may not have a lot of profit to spare.

That's where cheap Facebook advertising and free Instagram come in. With these two tools, you can reach a large audience of potential customers without spending a lot of money.

In this guide, I'll show you how to use Facebook advertising and Instagram to sell your shirt designs. I'll also provide some tips and tricks to help you succeed.

Step 1: Create a Facebook Page and Instagram Account

The first step is to create a Facebook Page and Instagram account for your business. This will give you a place to showcase your designs and interact with potential customers.

When you create your Facebook Page, be sure to choose a relevant category and name. You should also upload a profile picture and cover photo.

For your Instagram account, be sure to use a username that's easy to remember and find. You should also upload a profile picture that represents your brand.

Step 2: Create Eye-Catching Shirt Designs

The next step is to create some eye-catching shirt designs. If you're not a designer, then you can hire someone to create designs for you.

When you're creating your designs, keep the following tips in mind:

- **Use high-quality images.** Your designs should be clear and sharp. Avoid using blurry or pixelated images.
- **Choose a color scheme that's appealing to your target audience.** If you're selling to a younger audience, then you may want to use bright and vibrant colors. If you're selling to an older audience, then you may want to use more muted colors.

- **Add some text to your designs.** This could be a slogan, a quote, or a call to action. Just make sure that the text is easy to read and understand.

Step 3: Create a Facebook Ad Campaign

Once you have some shirt designs, you can create a Facebook ad campaign to promote them. Here's how to do it:

1. **Log in to your Facebook Ads Manager.**
2. **Click the "Create Ad" button.**
3. **Choose the "Conversions" objective.**
4. **Select your target audience.**
5. **Set your budget and schedule.**
6. **Create your ad creative.**
7. **Click the "Publish" button.**

Step 4: Promote Your Shirts on Instagram

In addition to Facebook advertising, you can also promote your shirts on Instagram. Here are a few ways to do it:

- **Post photos of your shirts.**
- **Use relevant hashtags.**
- **Run Instagram contests.**
- **Partner with influencers.**

Tips for Selling Shirt Designs

Here are a few tips to help you sell more shirt designs:

- **Offer a variety of designs.** This will appeal to a wider audience.
- **Set competitive prices.** Your prices should be low enough to attract customers, but high enough to make a profit.
- **Provide excellent customer service.** Answer questions promptly and resolve complaints quickly.
- **Be patient.** It takes time to build a following and start making sales.

Selling shirt designs online can be a great way to earn extra income or even start a full-time business. By using cheap Facebook advertising and free Instagram, you can reach a large audience of potential customers without spending a lot of money.

If you follow the tips in this guide, you'll be well on your way to success.



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