



100 Ways

**to Market Your
Custom Apparel**



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You could have the dopest custom apparel on the face of the planet, but you can't sell it if no one knows about it.

All businesses need marketing. However, promoting a custom apparel line can be tough. There are so many ways to get the word out there, and it can be hard to know what to do. But don't worry, we have you covered.

Here are 100 ways to market your custom apparel. (Yes, we really came up with 100 ideas just for you. You're welcome.)

1. Create a marketing plan.

Even if you feel like planning isn't your forte, your marketing plan will keep you on track when you feel lost in the world of infinite scrolling. Plus, it'll save you time and money in the long run.

Not sure where to start? Here are a few details you should include in your marketing plan:

- Your target audience
- Which platforms you'll use to reach your audience
- The type of content you'll post
- The frequency of your posts
- Any partnerships or collaborations you have lined up



2. Use brand ambassadors to show off your custom apparel in real-world scenarios.

Brand ambassadors are people who agree to promote your product in exchange for free or discounted merchandise. They can be friends, family members, or even social media influencers.

The key is to find people who are passionate about your brand (and ideally people who will take great photos of your clothes).

Your brand ambassadors can:

Wear your custom apparel to events, trade shows, and conferences.

Give out your custom apparel as freebies or swag at promotional events.

Post photos of themselves wearing your custom apparel on social media.

3. Sell your custom apparel at local events.

Examples of these events could include farmer's markets, craft fairs, and music festivals.

4. Create a custom apparel line for a charity or social cause.

Feel passionate about a cause? Create a custom apparel line to support it. Not only will this help you market your brand, but you'll also be giving back to a cause you care about.

5. Sponsor a local sports team.

Your company's name and logo will be seen by many people when you sponsor a team. You can reach out to local teams by contacting their coaches or managers.

6. Run a seasonal social media campaign and use hashtags to promote your brand

By seasonal, we mean a campaign that ties in with a holiday or time of year. (Think "beginning of summer" or "the holidays.")

You can use hashtags to reach a wider audience and get people talking about your brand. We recommend creating a specific hashtag for your brand that no one else is using. That way, you can track conversations about your custom apparel and engage with your audience.

We also suggest creating a campaign-specific hashtag so you can easily see who is participating in your campaign.

7. Get involved with local fashion events and shows.

There are often fashion-related events happening in cities across the country. Participating in these events is a great way to market your custom apparel and network with other fashion industry professionals.



8. Collaborate with influencers.

Influencers are taking over the world. If you can't beat 'em, join 'em—right?

Partner with influencers to reach a new audience and get people talking about your brand. You can find influencers in your industry by searching through relevant hashtags on social media.

For more tips, check out our free blog post on [influencer marketing for custom apparel](#).

9. Give away free custom apparel.

Everyone loves free stuff! Giveaways create buzz and get people talking about your brand. Make sure to include your contact information on the apparel so people can reach out to you if they're interested in learning more about your business.

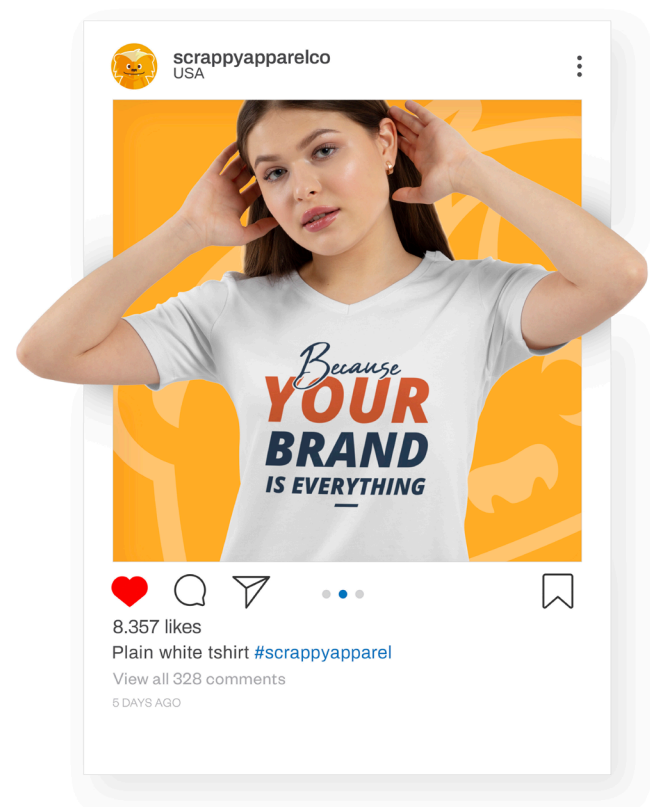
10. Sell your custom apparel online.

E-commerce is a stellar way to reach a global audience and sell your products 24/7. We recommend setting up a store

on Shopify. Bonus points if you can ship your custom apparel worldwide.

11. Have a presence at trade shows and conventions related to your industry.

By showing your smiling face at trade shows, you can network with other businesses and reach a new audience. You can find out about trade shows and conventions in your industry by searching online.



12. Participate in pop-up shops.

Pop-up shops will help you reach a new audience and sell your custom apparel in person. You can set up shop at a local market or event, or even in an empty storefront.

13. Open your own brick-and-mortar store.

Having a physical location will help you increase brand awareness and sell your custom apparel. Although opening a store can be expensive, it may be worth it in the long run.

14. Get creative with your packaging.

Your custom apparel packaging is an extension of your brand, so make sure it's on point! Use high-quality materials and include your branding (logo, colors, etc.) on the packaging. You can also get creative with the exterior—think outside the box (no pun intended) to make your products stand out.

15. Create a lookbook.

A lookbook will show off your custom apparel and give people an idea of how to style it. You can shoot your own photos or hire a professional photographer. If you're on a budget, you can also create a digital lookbook.

16. Make a YouTube video.

Videos are a powerful marketing tool—they're engaging, informative, and easy to share. You can use video to show off your custom apparel, tell your brand's story, or give people a behind-the-scenes look at your business.

Even though YouTube has been around for over 15 years, it is still a great platform for sharing your videos. You can also embed them on your website or blog.

17. Write an article about your custom apparel.

If you have a blog or website, writing about your custom apparel is a wonderful strategy to get the word out there. Make sure your content is optimized for SEO.

18. Get featured on other websites and blogs.

You can reach more people by guest blogging, participating in interviews, or distributing a press release.

19. Run social media ads about your custom apparel.

You can target potential customers by interest, location, and more.



20. Host a contest that features your custom apparel.

The premise of your contest could be as simple as asking people to post a photo of themselves wearing your apparel. Make sure to promote the contest on all of your social media channels and across your website. You can also use paid advertising to reach a wider audience.

21. Run a cross-marketing campaign with another business.

Cross-marketing is when two businesses promote each other's products or services. It will help you reach a new audience and get people talking about your custom apparel. Find another business that isn't in direct competition with you and team up!

22. Get featured on a podcast (or start your own!)

Podcasts are a popular way to consume content, and they're perfect for showcasing your brand and the people behind it. You can be a guest on an existing podcast or start your own—just make sure to promote it across your social media channels and website.

23. Give customers discounts on future orders if they mention your company name or wear your apparel in public.

Reward your loyal customers! This type of marketing will encourage people to purchase your custom apparel time and time again.

24. Give away freebies with each custom apparel purchase. (Think stickers, buttons, or keychains.)

Include some extra goodies with every purchase to make your customers smile. Plus, they'll be more likely to remember your brand when they see your freebies around town.

25. Make sure your website features scroll-stopping photos and info about your custom apparel.

Your website should be a one-stop-shop for everything related to your business, including your custom apparel. Be sure to have quality photos and detailed product descriptions.

26. Use social media to post photos of people wearing your custom apparel in creative ways or in interesting places.

Showcase your products in action! This type of content is highly shareable and will get people talking about your brand.

27. Write blog posts or create videos highlighting how customers can wear your apparel in their everyday lives.

Potential customers want to know how your apparel fits into their lifestyle. Create content that shows them how to style your products for different occasions.

28. Create limited edition products to get people hyped.

People love feeling like they're part of something exclusive. Create special edition items or collaborate with other brands on limited edition products to get people excited about your brand.

29. Get involved with local events and activities, and hand out custom apparel to participants.

Whether it's a 5K race or a community fair, getting involved with local events is a great way to spread the word about your brand.

30. Invest in quality photography and videography to showcase your apparel in the best light possible.

High-quality photos and videos are essential for marketing your custom apparel. They'll help you stand out from the competition and give potential customers a better idea of what your products look like in person.

31. Seek out press and media coverage whenever you launch new products or designs to reach a wider audience.

News outlets and bloggers are always looking for new products and designs to write about. If you have something newsworthy, reach out to them and see

if they're interested in featuring your custom apparel.

32. Collaborate with other designers or artists to create unique custom apparel that people will love.

Teamwork makes the dream work!

33. Use creative marketing tactics like guerrilla marketing or street teams to get people talking about your company.

Guerrilla marketing and street teams will put the spotlight on your brand.

Don't know what guerrilla marketing is? It's basically any type of marketing that is unexpected and/or unconventional. For example, you could host a flash mob in a busy area with all the participants wearing your custom apparel.

It sounds crazy, but that's kind of the point—the crazier it is, the more effective it will be.

34. Make sure your sales staff is trained on the features and benefits of your custom apparel so they can sell it effectively.

Your sales staff is one of your most valuable assets when it comes to marketing your custom apparel. Train them on the features and benefits of your products so they can sell them effectively.

35. Plan special promotions and discounts around key selling periods like holidays or back-to-school to drive more sales.

People are always looking for a good deal. By planning your promotional calendar in advance, you can make your campaigns timely and increase sales.

36. Use creative visuals to showcase your custom apparel in retail stores or other locations.

If you're selling your custom apparel in physical stores, make sure your products are displayed in a way that is eye-catching and inviting. Use creative visuals and displays to make your products stand out from the rest.

37. Develop a loyalty program for customers who purchase from you frequently.

Loyalty programs are a great way to keep customers coming back for more. Offer rewards like discounts or free merchandise to repeat customers.

38. Give customers the option to customize their apparel with different colors, designs, etc.

People love to personalize their belongings. Customization options will help your customers feel more connected to your brand.

39. Use social media platforms like Instagram or Snapchat to give people a behind-the-scenes look at your company and products.

Social media is a great way to give people a peek into your world!

40. Seek out speaking gigs at industry events or conferences to share your company's story with a wider audience.

If you're passionate about your custom apparel, speak about it! Events give you the opportunity to share your story with a wider audience and attract new customers.

41. Get involved with local event planning committees and offer to provide apparel for participants or volunteers.

Local events are a smart way to get your brand in front of a new audience.

42. Carve out a niche for your apparel brand.

It's important to stand out in the crowded apparel market. What makes you unique? Focus on that and use it to your advantage.

43. Create some incredible business cards and keep them on hand at all times.

And we don't mean a boring business card either. Create one that has a unique shape, a cool design, or unusual materials—something that makes people want to hang on to it.

You never know when you'll meet someone who could be interested in your custom apparel. Keep your business cards in your wallet so they're ready to go.

44. Use Twitter as a brand-building tool.

Just look at [Wendy's](#). They've built a huge following by being funny and engaging with their fans.

Share interesting content, interact with your followers, and be sure to use hashtags to reach a wider audience.

45. Make sure your website is optimized for SEO.

No matter how great your website is, it won't do you any good if people can't find it. Optimize your site so people can easily find you when they're searching for apparel online.

46. Stay up-to-date on the latest trends in the custom apparel industry so you can offer products that are in demand.

This will keep people coming back to your store time and time again.

47. Use marketing automation tools to help you manage your marketing campaigns and save time.

You can automate tasks like email marketing, social media publishing, etc.

48. Ask your customers for testimonials.

Hello, social proof! Ask your customers for testimonials and be sure to showcase them prominently on your website or social media pages.

49. Add your most important links to your email signature.

Your email signature is the perfect place to add links to your website or social media pages. This is a simple way to promote your brand every time you send an email.

50. Create a digital brochure about your company.

A digital brochure can be emailed to potential customers or shared on social media. It will contain all the important information about your company and the products you offer.



51. Make sure your website is mobile-friendly.

Mobile optimization will ensure that people can easily view your website no matter what device they are using.

52. Offer discounts and coupons to new customers.

You can use this strategy to invite new people to place an order.

53. Create a press kit and have it ready to go in case you get media coverage.

Your press kit will make it easy for reporters to write about your company.

54. Add a live chat box to your website so your customers can easily contact you.

Adding a live chat box to your website is a simple way to improve the customer experience. With a chat feature, your support team will literally be a few clicks away. Customers can contact you with questions or concerns and get a speedy response (as long as you have a backend system in place to support the live chat).

55. Educate your audience about your products.

Most people don't know much about custom apparel. Share blog posts, videos, and other types of content to educate your audience about your products. This will help them understand the value of your apparel and why they should buy from you.

56. Create a Facebook group for your brand.

Your group could be a community for your most engaged fans. You will need to create hype for the group by offering exclusive discounts, information, new product announcements, etc. Creating a Facebook group will help you build loyalty among your customer base.

57. Launch a collab item with another custom apparel brand in your niche.

Choose a brand that compliments your own and launch a collab piece. It could be a t-shirt, hat, or even a completely unexpected item. This is a great way to cross-promote your brands and reach a new audience.



58. Create a LinkTree or similar landing page on your website to direct your social media followers to all your important links.

A [LinkTree](#) is a type of webpage that is designed to improve your customer's experience and make it easy for them to find what they're looking for. On Instagram, you cannot add direct links in captions. You can only have them in your bio or on story link stickers.

LinkTree solves this issue by hosting multiple links on a single page that you can add to your Instagram bio.

59. Send your customers a surprise gift in the mail as a "thank you."

Random "thank you" gifts will delight customers and give them a memorable experience with your brand.

60. Give your employees custom apparel to wear.

Your employees can wear your custom apparel around town, to the gym, or even to work. This is free advertising for your brand!

61. Humanize your brand by showing your face on social media.

People like to do business with people, not brands. Let your personality shine through by showing your face on social media.

62. Have the best customer service in the industry.

Make sure your customer service is top-notch so you can improve retention and keep your customers coming back.

63. Start your own campaign for social change.

Start your own campaign to raise awareness and funds for a cause you care about. Your customers will see that you're more than just a clothing company—you're a company that cares.

64. Instead of copying your competitors, focus on creating a unique strategy for your brand.

By standing out from the crowd, you can create a loyal following of your own fans rather than trying to compete with other brands.

65. Entertain your audience with funny videos, memes, and other content.

People primarily use social media for entertainment. Therefore, you can grow your brand by making your social media pages a fun place to hang out.

66. Use QR codes as part of your strategy.

You can use QR codes on your website, in your store, or even on your custom apparel. Your customers will be able to scan the QR code and easily find your most important links.

67. Offer free tools or resources on your website.

By providing free value, you build trust with your customers.

Examples of your free offers could include a sizing chart or a blog with informational articles.

68. Package popular items together and sell them as a bundle.

With bundles, you can provide a better deal to your customers and increase your revenue. It's a win-win.

69. Run a direct mail campaign.

Direct mail isn't dead! You can use direct mail to showcase your products, offer exclusive discounts, and attract repeat buyers.



70. A/B test your campaigns.

A/B testing is when you test two different versions of a campaign to see which performs better. This could be something as simple as testing two different subject lines for your email newsletter.

71. Try advertising on TV or the radio.

Although traditional advertising methods like TV and radio can be expensive, they can reach a wide audience and generate brand awareness.

You can save money by running ads during off-peak times or by using local stations.

72. Launch a Google Ads campaign.

Google Ad campaigns are best for driving traffic to your website. You can use Google Ads to target customers who are actively searching for what you have to offer. You can also run a Google Shopping campaign through the Google Merchant Center to prominently display your products.

73. Claim your Google My Business profile.

It's free, and it's easy to do! Just go to Google My Business and claim your listing. This will help you show up in local search results.

74. Create a survey and ask your customers for feedback.

You can use this information to improve your products, services, or even your marketing strategy.

75. Invest in a rebrand.

If you feel like your brand needs a refresh, consider investing in a rebrand. This could involve everything from updating your logo to revamping your website.

76. Write an elevator pitch for your brand.

You never know when you're going to meet your next customer. Having an elevator pitch ready to go will help you make a lasting impression.

No more awkward small talk—when someone asks you what you do, you'll know exactly what to say.

77. Repost user-generated content (UGC) from your customers.

UGC is content that your customers create, such as photos or videos. By reposting this content, you will show your customers that you appreciate them and their creativity.

78. Incorporate storytelling into your website and social media copy.

Storytelling is how you connect with your customers on an emotional level. Tell them a story about your brand, your products, or your mission.

79. Hire contractors or consultants to help you with the marketing side of your business.

There's nothing wrong with asking for help, especially if you have a million things to do. Connect with experts in your field and let them help you with your marketing strategy.

80. Revisit your unique selling proposition (USP).

Your USP is what makes your brand different from the others in the market. Keep your USP top of mind when you're developing the rest of your marketing strategy.

81. Create an unforgettable call-to-action (CTA).

Your call-to-action is what drives your customers to take action. By writing a memorable CTA, you can increase conversions and sales.

82. Explore less obvious social media platforms, like Reddit.

Reddit is a great platform for promoting your brand, especially within niche communities. Just be sure to read the rules before you start posting!

83. Keep your content organized in an editorial calendar.

An editorial calendar will keep your content organized so you know when each piece is going live. This will help you plan ahead and ensure that your content is timely and relevant.

84. Review your website and social media analytics regularly to find opportunities for growth.

Track your progress and find opportunities for improvement by scheduling a monthly analytics review. You can use this information to fine-tune your marketing strategy.

85. Create a brand style guide so that everyone is on the same page.

By following a style guide, you will keep your brand consistent. Especially if you have multiple team members, it's crucial to have a style guide for everyone to follow so your brand appears the same across all platforms.

86. Sign up for Help a Reporter Out (HARO).

[HARO](#) will help you get online press so you can reach your target market and acquire high authority, dofollow backlinks for your website. (Hint: This will improve your search engine rankings!)

87. Hire a marketing intern.

Need hip ideas for your marketing strategy? Work with a marketing intern who knows about all the latest trends. There are many college students and young professionals who are eager to gain real-world experience.

88. Engage with your target market on social media.

Even if you just leave a comment or two, engaging with your target market on social media will show them that you're listening. This can help build trust and loyalty between you and your customers.

89. Create a weekly email newsletter.

You can send a weekly email to keep your customers up-to-date on your latest products and services. Email marketing is also an excellent way to increase trust with your audience.

90. Launch an SMS campaign.

SMS is a highly personal form of communication, which can be great for building relationships with your customers. Just be sure to get opt-ins from your customers before you start sending messages.

91. Make an infographic.

An infographic will help you communicate your message in a visually appealing way. You can show your customers data and statistics that help tell your brand's story.

92. Recycle your old content.

The [average lifespan of an Instagram post is only 48 hours](#), so don't be afraid to recycle your old content. (99.5% of people are not going to remember the post you published 6 months ago.) You can repurpose blog posts into social media posts or vice versa.

93. Let your customers vote on your next apparel design.

Your customers would love to be a part of your team. By letting them vote on your next design, you can not only get feedback but also create a sense of community and loyalty around your brand.

94. Participate in a viral video trend on social media.

Andy Warhol once said, ["In the future, everyone will be world-famous for 15 minutes."](#)

Whether you love short-form video content or hate it, it's here to stay. So, you might as well get in on the fun and participate in a viral video trend. You might just get your 15 minutes of fame!

95. Ask your customers to review your products.

Customer reviews are essential for social proof and boosting your credibility. You can ask your customers to review your products on your website or on third-party sites like Google.

96. Go live on Facebook or Instagram.

Nothing will get your adrenaline pumping like going live (unless you're a natural extrovert).

Facebook and Instagram Live are great ways to connect with your audience in a more personal way. You can use live video to give sneak peeks of new products, host Q&As, or give behind-the-scenes looks at your business.

97. Position your brand as a thought leader.

One way to stand out from your competitors is to position your brand as a thought leader in your industry. You can do this by creating blog content, speaking at events, or participating in interviews.

Thought leadership will help you attract new customers and establish your brand as an authority.

98. Add an upsell feature at checkout.

An upsell is when you offer a customer an upgraded version of the product they're buying. For example, if someone's buying a t-shirt, you could offer them an upsell of a hoodie.

Upsells will help you increase your average order value and boost your revenue.

99. Create an email drip campaign.

An email drip campaign is a series of automated emails that are sent to your subscribers over time. You can use an email drip campaign to welcome new subscribers, promote your products, or give helpful tips and advice.

100. Create a swipe file of marketing ideas you like.

Our last tip is a surefire way to never run out of marketing ideas again. Whenever you see an image, tagline, or campaign you like, take screenshots and add the ideas to your swipe file. That way, when you need inspiration, you can just open up your file and... voila!

There you have it—100 ways to market your custom apparel.
Now, it's time to get to work and start putting these ideas into
action.

Your search ends today. Scrappy Apparel has been in the
custom apparel business for over 16 years. Our team has the
resources and capabilities to produce 100 pieces, 10,000, or
even more without breaking a sweat.

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