

Facebook Fortunes Webinar 17

Setting Up A Teespring Campaign Monetising Strategy

Kerry: Hi everyone and welcome to this week's Facebook Fortunes webinar.

It is Webinar 17 and we will be discussing the second stage of setting up a Teespring Campaign as a monetising strategy.

Last week we went through what Teespring is and it is a great way to be able to have some quick wins in a niche that might be interested in buying Tee Shirts and it is a really good way of testing the market, if you are wanting to sell merchandise, to see what they like and test what designs they like, before you go out and buy a whole lot of Tee Shirts from a manufacturer.

You don't have to pay for it, Teespring does all the testing and you just pay for the advertising, of course. It is print on demand and if they don't sell then it doesn't cost you any money, other than the advertising and stops you wasting money on importing a whole lot of stuff and then finding out that no one wants it and that is why I really love this strategy.

Last week I asked you to go out and do at least one post per day on Facebook, of a quote or something similar, to test the market to see which post would work out the best i.e. which post that people would most likely interact with and if the post that got the most responses might be the quote or image that you put on the back or front of your Tee Shirt.

If you haven't done that yet, hopefully after this week you will, if this strategy suits your niche. It is worth testing because you never, ever know what type of niche it can fit and it is amazing what type of niche it can suit and how you can turn it into a money-maker for your niche, even if it is something like stockbroking.

So, today, we are going to go back inside Tee Spring.

I will show you how to set up your Facebook Pixel in TeeSpring, so that you can track it inside Facebook and really target it.

I will show you how to post your Tee Spring Campaign on your page and then how you can also advertise your design, as well.

We should go through this relatively quickly, but thoroughly, at the same time.

There is not a huge amount of stuff to do, but it is really important that you get it right so that you can sell your Tee Spring Campaign.

Question: Any suggestion on software to turn a photo into a silhouette for a Tee?

Answer: I am not sure of the answer, so I will ask Karen to ask Joel or Mal. These are our graphic designers.

Let's go back into Tee Spring and hopefully we will have an answer to that question very soon.

When you log into Tee Spring, you have to go to Campaigns and it will open up all of your campaigns, by rights, after you have set it up.

Once you have set it up, you have an edit function, so you can edit it at any stage.

You can go into Settings or have a look at your Analytics, to see how the campaign is tracking and we might have a quick look at that at the start of next week's webinar, so that you can read those analytics.

You can duplicate, of course and if you hover over the yellow button, it will tell you whether it has tipped or not. If you remember, last week we talked about selling 50-tops, but they will print the Tee Shirt if you sell three or more, but you will make very little money. If you get it up over the 50-mark, it is classed as "Tipped" and that is when the money starts to roll in.

We are going to go into Settings, now.

Don't go and play around in here. You can set up a Store Front, if you want to, but we are only doing one campaign, right now, but you can check out your orders and if people have sent you messages and you might want to check that on a daily basis, although TeeSpring will email you, anyway and they will tell you what payouts you have.

Once it is all sold, you go in here and have a look at your Payouts and whether it has been paid out or not.

The first option is to make your campaign visible and this is the default. You will see it as Make this campaign private and it is defaulted to "Off". It says, "Private campaigns do not show up in the Teespring search or on search engines like Google. Making a campaign private will reduce the number of views and sales to your campaigns" and of course, I have it turned up because I want it to turn up in Search Engines.

The next heading is Feature this campaign across Teespring marketplaces.

What TeeSpring does that is really cool is advertise your design, as well. You will see your design popping up on Facebook or Google or App from TeeSpring - they will market your design for you. They go out and bat for you, as well, but do not solely rely on them. You have to do your own stuff, also.

That is automatically checked to "On".

The next heading is Lifecycle and under that is Relaunch Campaign.

We have the option of running the campaign from 2-days; 1-day; 7-days; 14-days and I think that 3-weeks might be the longest. When we set up the campaign it gives you those options.

Let's say that you have come to the end of your campaign and it is quite popular, you may want to relaunch or maybe it hasn't been so popular, but you think it would have if it had a bit more time, then they can automatically relaunch the campaign.

So, if it is going well, you might want to click on the box under this heading and relaunch it one time or set it for a continuous launch. I am leaving mine set to do not relaunch, just for now. I might go in later and change this and this is only because in the ad I have said that it is only available for 7-days. So, I am going to stick to that, for now.

If I do decide to relaunch I might do an ad saying that I am making it available for another 7-days, due to popularity, but I will leave at this, for now.

The next sub-heading is Allow ended campaign to take reservations. So, what can happen when your campaign ends is a little blue button will come, at the bottom, saying that the campaign is finished and asking if you would still like to reserve one and this is automatically turned to "On".

I will show you my one from last week's one, as an example and last week's one, by the way, disappeared from inside my TeeSpring Dashboard, but it is still out there in the global world, so to speak.

This is the Marathon Girls vs Skinny Girls and it is this URL. I can find it in my Browser, but not in my Dashboard. In some ways we love modern technology and in other ways, it can be a right pain.

So, this is the one that I have set to allow campaigns to take reservations afterwards, so if you click on the blue "I still want one!" button, a person can click on this after the campaign and reserve one.

If at some stage you are going through your campaign and it is the day before it is about to end and you are nowhere near your goal of 50, then you may want to change the goal from 50 to something that is more reasonable and you do that in the sub-heading Request Goal Drop.

I have had that to me with TeeSpring a few times. I have had a goal of 20 and have only sold 12, so I went in and changed it to 10. I only made \$50, or something like that, but there really wasn't much effort on my part.

If it your campaign is not doing very well and you want to start again or whatever else. I don't know why you would want to end it early, but you can, under the sub-heading of End Early. It is an option.

Next we come down to the Tracking side of things and we have several options for Tracking.

One of the things that TeeSpring has not caught up on yet, is the old Facebook Conversion Pixel, so it still has the old conversion option and that doesn't work anymore, so I would dare say that they will take it down and that type of tracking will be removed, but I will show you where to get it. This is your website custom audience pixel or Facebook Pixel. The one Facebook Pixel that you have now.

You may recall me saying that up until about the beginning of this year, I think that they have completely put and end to it. They said they were going to completely put an end to it about half way through last year, but let's just say that at the beginning of last year, they introduced the "one pixel does all". It was the new Facebook Pixel and it took the job off having a Pixel for retargeting and another one for conversion.

So, effectively, it is two bits of code. Facebook said that they were getting rid of the conversion code and have one super-duper pixel code, that you could not only use for remarketing - track people who come to your website - but, will also track conversions at the same time and they put side codes and extra event codes, on top of that, but one code does all.

That is the short description of that and TeeSpring have not caught up with it yet and updated the Facebook Conversion Pixel Box. I don't know if this works, but you could try putting your Custom Conversion Pixel in. You don't need to put the whole code in, you only have to put the ID in and again, I will show you where that is.

I am going to see if you can do that and it looks like you can.

The next sub-heading is Perfect Audience Retargeting and this is a Google retargeting function. You can put the Perfect Audience Site ID in here. I don't have one, right now, so I won't worry about that, but that means that it will retarget all over Google and other websites, as well.

The next sub-heading is Google Analytics and if you want to put in your Google Analytics Code and it shows you how to find your Tracking ID on Google, so if you don't know how to do that, why don't you go in and watch this video and it will show you how to do it, just as well as I could and then you can put it into the box, here.

This means that later on down the track, you can open your Google Analytics and see how many people came through via TeeSpring.

The next sub-heading is Social Share Image and this is where it gets really exciting.

Here, we have my other campaign. It looks the same as the old one. We have the front and back and we want to promote this. We could take this image and copy it, but TeeSpring gives you some Photoshop options for promoting your campaign, which is awesome. It gives you the artwork, so you don't necessarily have to do anything.

Question: How do you manage buyers when the campaign fails and there are no sales?

Answer: You don't have to. TeeSpring does absolutely everything.

When someone comes to buy the Tee Shirt, they actually just reserve it. They don't actually pay the money. Tee Spring takes the credit card details and the money doesn't come out until they are going to be Tipped and they are going to print it.

Again, this sounds a bit confusing and I am still wrapping my head around it, myself, because it is different to when I did my major lot Tee Spring advertising. When I did it, if you didn't hit that 20, there was no tipping point and nothing got printed. Now, if you hit over 3, your Tee Shirts will get printed e.g. if 3 people have purchased, the money will be taken off their credit card and they will end up buying.

If 3 are not purchased and only one person has, they will never be charged. They will get an email apologising and telling them that the campaign didn't go through and ask them to try again another time, or something like that.

I hope that helps you to understand.

In the Social Share Image section is where Tee Spring get nice and creative.

In here, on the left hand side, we can choose any type of backdrop, so let's click on Active wear and then click on an image and then it will configure the artwork and show a preview, like this one.

It doesn't stand out, but it is the perfect person to be wearing this top - a nice, fit lady, so you can change it.

The issue with this is that it doesn't show the back, but you can get an idea and then you can Save or Download it and then we can go back.

We can scroll through the pictures to find one that fits. You can have a lot of fun here, but don't waste too much time, as some of you might do.

It would be really cool if they had a sunken back option, side-by-side, especially for my top. It maybe not if you are not doing a quote on the back, like I am, though.

I am doing this on a tank top and there are lots of options for tank tops.

Mine is a tank top, obviously.

Another thing that you can do for designing, by the way, is if you do decide to do something like this and have a front and back design, like mine with the quote on the back, then you might want to go somewhere like Fiverr. I will show you what did.

I got Mal, our graphic designer, to do and this should make it nice and easy for you, so if you do have a back and front design, then go in and Save Image As and Save the back and front images and then you can send them off to a designer and ask them to make it into a 1200 x 628 image, with side-by-side and a nice background, that makes the Tee Shirt pop out, or something like that.

I got Mal, our designer, to design one for me and I did do a screen shot, but it came out a bit blurry.

Let's look at Ads Manager and going through getting the Pixel and then we can go back to the design, because as part of that, you need the Pixel.

In terms of getting your Facebook Pixel, it is a really good practice to have it in a document anyway. You copy and paste it into a document and store it somewhere, so you have it, but in the meantime, we go into Ads Manager.

We go right over to the left and click on the lines beside Ads Manager, then we click on Pixels in the dropdown box and the pixel ID is up in the corner, on the first line of the Social media's Pixel box. You copy that.

If you want your full Pixel, you click on View Pixel Code, which you won't need for this and you can copy it from here and then you can put it into a document.

I then go back to the Tee Spring Campaign and paste it into Facebook Conversion Pixel and Facebook Website Custom Audience, under the Tracking heading and that is it. If you click anywhere on the screen, it will save it.

Let's see if it has created it. It has, so I choose the front and back images that I just saved. I drag them over to the message to Mal and send it off.

Have a bit of fun and be creative or go onto Fiverr and get someone else to do a front and back for you. It is really up to you and what you prefer, at this stage. You may want to do a few different versions and post them intermittently, on the page and see what people like.

You can choose all sorts of options in here.

You can do baby stuff, if you want to, also.

I am pretty excited about this.

If you find one of these images that have a front and a back on it, you win a prize.

It might be a Marathon Girl Top, but if you can find one that I have missed, then you win a prize.

Once you have picked your design, go back to the Social Share Image and Teespring Creative and choose View All. I'm just choosing a pretty basic one, because it is probably one of the better ones for me, because you can really get to see the top.

Then you can pick a background.

You can have a wooden background; bricks; or a solid colour. You could choose white or a colour that will make it "pop".

There are Inner Glow, Outer Glow and Rounded Corners that are options to choose from.

You can have a play all you like.

Let's say that I have chosen yellow, I then click on Next and then I click on Download and download it. I can right click on the image and Save As. It may have already saved, but I will do this to make sure.

That is your design done and all of the stuff that you need to do in TeeSpring. The next thing you need to do is to grab the URL for it. You should have that. Sometimes, you can go into the campaign to get it.

I am taking it from the Browser bar.

Let's now go into our page and post it onto our page. If you have a group, you may want to post it into the group, also.

If I put the link into the "Write something" box at the top of your page, it should generate an image, but for some reason, it has not brought up the image when I put the link in. We want it to bring in the photo from the website, so we can swap that out.

Facebook doesn't like us cheating the system, so to speak and that is putting in a link and then sharing a photo with it. I have an ad here. I grab the copy for it. I took the copy from the Tee Spring campaign and I put it in to the Write Something box

I was jumping the gun. It has produced the image.

I can do a few different things here. I can load up the back down the bottom here or I could load up a new image, so I am going to load up the one that Mal did and it will show both and I am getting rid of the one that only shows the front.

I check over my text and then click on Publish.

This is what it looks like.

That is the finished product, published to the page and again, there are a couple of things that I can do here.

I can leave it running - and I will - for the next few hours (maybe 24) and then I might go in and boost, but I will also go and run some ads.

I am going to like this from my page, so it automatically tells Facebook that someone likes it. I then go over to my icon, on the right hand side of the comment box and I am going to switch to Kerry Fitzgibbon and like it again. That is then two people who have liked it and I will do that for all of my page names.

Sneaky, isn't it? Now, we have a few likes on it, all of a sudden.

If one of the pages does not have my face on it, I would write a comment, but people would be able to see it is me and I think that would be a bit deceiving.

We have four likes on it as soon as it has been posted and that helps with Facebook algorithms and them assessing that it has just gone up and 4 people have liked it straight away.

Mike has made a good point, in terms of graphics; you can do one in Canva, also.

Jim has said that is says a free return and 100% guarantee - have you ever had to do this?

This is a slight digression, I know, but I will go into it so you understand just how good Tee Spring can be.

I had a campaign running that had 42.2km on it and then, another one that had 26.2 miles and TeeSpring got it completely messed up and sent out all of the Tee Shirts with 42.2km to the US people and vice versa, so they fixed that up, quick smart.

Another thing that they have done, part way through a campaign and the graphic went askew and something went wrong with it and they fixed it, as well. I think it was fixed printed incorrectly, but they fixed it with not time or stress to me. They did everything.

It is a pretty good way to get out there and test the market.

I am also going to share this post in my group, after I have liked it as all the different pages that I have on Facebook.

So, I can share it to Friends or as a Message or in a Group etc. and you choose one to share it in a Group that is the group that you want to share it to. I put in a comment above the original post saying something like: "If you would love one of these grab one quick - I'm only selling them for 7-days. Click on the post below to shop." I then click on Share.

I have posted on the page, so my fans can see it and I have shared it to the group. The next step is to go into Ads Manager and do an Ad inside Ads Manager. You maybe ok doing a boosted post with this, but I want to show you all of the options.

I go into Ads Manager and I am going to create an Ad here.

I click on Traffic under the Consideration column. Traffic is what Website Clicks was called.

I put the Campaign Name in and we want to send it to Website Manager, rather than an App, so click on Website or Messenger.

Now, we target everyone who has been to my website for the Audience, so I am putting Marathon Girl Shop - All website 180 Days.

When you are targeting a custom audience, you don't need to put in a country, because it will automatically pull through all of the countries that people are from. You don't have to put anything in, actually. It does it all and I would suggest that you let it.

I am going to Edit Placements. There is a brand new one. You can now advertise inside Messenger, which is interesting.

I'm taking Audience Network out and leaving the rest in. Let's see how we go with that.

I am setting the Budget at \$5 per day and I am Scheduling it for 7-days from 1 February 2017.

The date today is the 2 February 2017, so that campaign should be finished on 8 February, 2017 and I will stop it in the morning.

I then give it an Ad Set Name.

I choose a Single Image and again, you can do anything that you want, but I am choosing a single image because I have one.

You then pick your page and I will go back to the copy of my ad and copy and paste it into the Text box.

I copy and paste my URL in the Website/URL box.

I scroll down and put Shop Now in the Call to Action box.

I will leave what has been pulled through from the website.

I scroll down and in the Offline Tracking I will track all conversions from my Facebook Pixel.

I go back through to make sure that it all looks ok and then I click on Place Order when I think it does.

That takes me to another screen and I click on Continue.

So, that is how we will promote it. I can do lots of other ad sets, which I have showed you how to do and I can boost on its page, also, but I can sit here over the next couple of days and have a look at this.

I might do an Interest Based Audience, also, but I am just going to test it really slowly - crouching tiger style.

I will have it on the page and I will let it run for a short time. If you do want to do it you can do it nice and easy, without too many problems, you can boost it from in here. It is not the best way, but it is quite easy to do, so realistically, if you don't want to spend a huge amount of time and you want to go nice and easy, we can go into here.

I need to go back through Business Manager to manage my page.

We can go down to the post and see what is happening with it. It has reached 238 people, already and there are a few more, other than me, who have liked it, so we can go in and Boost it.

I add the Shop Now button to my post in the Post Button section.

In the Audience section I choose People who like your page.

You don't get quite as many options here, but I am editing it to make it preferably females.

I don't typically do ads through here and I don't know if it will allow me to choose females only.

Yes, it does.

I give the Audience that I am creating a name.

It is only allowing me to target everyone and not a particular group e.g. females, but if you want to boost your post, that is pretty much what you do and you can choose the Shop Now button and go through with the timeframe.

The tops are out there and are now starting to be promoted, so maybe tomorrow or later on today - in the next few hours - I will go back into Ads Manager and make sure that they are running and are all ok and then, over the next few days, I will keep checking to make sure that everything is ok.

That is it in a nutshell for you.

If you want some quick wins and it suits your niche, then go ahead and try that campaign. It is fun to learn how to do it. There are times when you want to throw your computer out the window, like I do, but who knows? You may make some extra money from it?

I was expecting that I would be a lot quicker today, but with the slow Internet and the pinwheel of death that is on my computer, it took longer.

If there are no questions, please let me know and we will end the webinar, today.

I will let you get about your day. As I have said before, if you have any questions or need help with anything, make sure that you let us know. If you don't let us know, we don't know! Understand?

If you are waiting for something and you think it is taking a bit long, then shout out to us in Base Camp. We are here to help you! Our aim and I mean this from the bottom of my heart, is to help you to be successful and the way that we can do that is to be there to support you along the way and guide you, but unless we know that you maybe stuck on something, we cannot help you.

I know that the girls go through at least once per month and ask everyone where they are at and if they need help. Obviously, speak to the Platinum people every single week, but if you are not a Platinum person and you have got stuck on something or anything else, please let us know.

Thanks a lot team and we will speak to you next week, for next week's webinar, if we don't talk to you on a phone call sooner.

See you later!