

#TEAMSUPERFUNNY Merchandising Strategy

Teespring

Pros and Cons:

- You can earn more by promoting your designs on social media. All process (order, shipment, payments) will be done by Teespring upon any purchase. You have to just make a design for product and nothing else.
- You have a limited space on the front and back of the shirt for your design. This makes it easier for Teespring to create t-shirts, but you can't get super creative creating unique sleeve designs or anything like that.
- Even if you create the best t-shirt design ever, you have to market it completely on your own. Meaning you have to email it to all your friends or create Facebook ads to drive traffic to Teespring's website for people to buy your t-shirt. You're basically selling Teespring's t-shirts for them.
- Time Limit for your designs. Once you create the design you have nearly 6 days to sell your design or it's taken down.

Teespring Payment Method:

Teespring has two methods of payment: PayPal, and mailed cheque.

Teespring Customer Support:

Teespring has a full line of support staff manning the Teespring Chat, ready to help.

Teespring offers design directly on their platform, which not every platform provides. You can easily share your designs with friends and family. It allows you to get started with no upfront costs and makes it easy to design and sell custom items.

Printful:

You can create & sell your own custom design products online with print-on-demand drop shipping.

Pros:

1. The interface is easy to use and actively maintained & updated
2. There are three ways to contact them (email, chat, phone) and they are usually responsive
3. They have a good amount of t-shirt options
4. They have integration options
5. They work with your art even if it isn't perfect and will give you advice on how to help them print it to your specifications

Cons:

1. You can't see or touch anything before it ships so you have no clue what the customer is going to get.
2. They have misprinted things, shipped wrong t-shirts, etc, although they have always been responsive and helpful.
3. The interface doesn't give you all the information you need and you are stuck checking to see if an order has started being fulfilled or not. This has been getting better as they update the interface, however, sometimes orders take too long to be fulfilled or shirts go out of stock

	Printful	Teespring
Cost	No upfront cost. No monthly charges. Product pricing ranges from \$7 to \$78.98+/product(T-shirts - \$8 to \$28.95), depending on the type of customization and specifications provided by the customer. Shipping costs range from \$5 to \$65.95+ per first product ordered.	No upfront cost. No monthly charges. Shipping costs - ranges from \$3.99 to \$15.99
Shipping	Avg of 3 business days, Overnight: next day delivery in the US, Express - 1 to 3 US, Canada, International, Standard - 3 to 4 US, 6 to 10 - Canada, 5 to 20 - International	Avg of 3 business days - US, International countries - 12 to 16 business days
Return Policy	Has a 30 days return policy. Covers all damage, defects or misprints	Has a 30 day return policy
Customer	Has mixed reactions but	Monday - Sunday email support.

Support	better customer support comparatively	Response within 24 hours, however, may take longer if its a weekend
Sales	You can upload a product and sell it on your website or through social media right away. You must use an integrated platform such as Shopify or Woocommerce.	You can share your products - Email marketing, Teespring tools and Social Media
Designing products	Simple, create a new order from the Printful dashboard and upload the products - simply select size, upload the file You can design front, back along with sleeves	you are limited to design on just the front and back
Features	No monthly charges, re-ship items that are damaged or lost in transit, offer personalised branding options like adding logo stickers to packaging	Allows to pin the merch on the top of the chat section over YouTube live stream
Quality	High quality products	Quality is pretty good
Additional features	Prior to selling, to see the quality of the product, you can order a sample for a reasonable price, you will receive a 20% discount off the list price. Sample sent from the centres California, North Carolina are shipped to Canada and USA for free	More control over who can see the list of merch (public/private) Customizable all-over print t-shirts "Super rush shipping" for faster delivery, however, charges are hefty.
Unique	If you really want to build	If you want a super easy way to

	a print on demand business, Printful is for you. With the ability to sell on Amazon and Etsy you can get your designs in front of millions of buyers. You have control over your listings, pricing, branding etc.	get your designs online then you may consider Teespring as a good option if you are a successful youtube vlogger and want the merch shelf integration
Reviews	<p>Their prices are a little bit higher, but their quality is very consistent, they do everything in house, and shipping times are always reasonable.</p> <p>Too expensive. Customers have to raise the shirt prices in order to get a significant payment back.</p>	Inks they were using faded, which was super disappointing. The complaints range from the ethics of the company to not receiving the products. Some people complained about getting tee-shirts that didn't look like their designs.

Conclusion:

Teespring vs Printful

Teespring has a great integration with YouTube, however, it does not have the option of syncing to your own website whereas **Printful** allows you to do this.

Both **Printful** and **Teespring** allow you to put your own designs onto their products without any initial start up costs. However, Printful gives more options to customise in comparison giving it an edge over Teespring. The **Printful** customer support is slightly better than its competition

Teespring

TeeSpring is all based on pre-orders, but can be a pain for anyone who wants a shirt now and doesn't want to wait.

Disadvantages of TeeSpring and Squarespace integration

- Third-party modifications/customizations means no Squarespace support
- No guarantee of functionality or full compatibility with Squarespace
 - Responsive design (appearance on mobile devices)

Integration of Printful & Squarespace:

- You must create an account for both platforms.
- Printful's direct integration is only available for users that have a Business, Basic Commerce, and Advanced Commerce plan. You have the option to pay for the annual or monthly plan. Take in mind that these prices don't include applicable taxes. Here is a look at the plan types as well as cost.
- **Paying annually (saves up to 30% on cost)**
 - Business – \$23.71 CAD per month = \$284.57 CAD annually
 - Commerce Basic – \$34.25 CAD per month = \$411.04 CAD annually
 - Commerce Advanced – \$52.70 CAD per month = \$632.38 CAD annually
- **Paying monthly**
 - Business – \$34.25 CAD per month
 - Commerce Basic – \$39.52 CAD per month
 - Commerce Advanced – \$60.60 CAD per month

Integration customization

- Upload your print designs
- Add product tags
- Pick categories for your clothing
- Printful's mock-up generator – create print files and mockup photos for your store
- Ability to choose desired selling price and add different variants
- Product syncing
- Editable flat rate

General tips:

1. Visual Merchandising Strategy – Improve site look – include banner with pictures of the artists wearing t-shirts or just pics of apparels and other accessories
2. Increase designs if possible – more designs/colors/materials in t-shirts, introduce new accessories such as caps, phone cases etc.
3. If you introduce more products, include 'Search', 'Filter' and 'Sort' options
4. Provide product details clearly – use big fonts.
5. Place 'Recently viewed products' on every page or recommend products based on their selection
7. Provide 'Wishlist' option beside 'Add to Cart' button
8. Do more videos to promote merch

9. Providing offers such as low price/discounts/special offers on any one or two products occasionally may increase sales and also customers may visit the site more often.
10. Offers – monthly offer (low price) on any one product
11. Any contest associated with the merch – Example: Every week/month guess an answer for a question, or something related to video/characters (you tube) → get a product for a low price
12. Promote merch on different social media platforms with attractive pics and videos
13. Ask audience/users to provide feedback and suggestions on products, so that they can work on improving their designs
14. The more items you sell from a campaign, the cheaper the base cost will be, so aim high to earn more!