

START SELLING



You have a great product and you are ready to start selling. Where do you find your customers?

1. Pop-up events are temporary events in unique spaces. Partner with a favorite restaurant, salon or boutique to set up a pop-up shop for your brand. Small events help you build brand recognition and build the 'direct to consumer' portion of your business. Most of these events are successful for a 'cash & carry' model, where you will have products on hand to sell directly to customers.
2. Tradeshows & Apparel Markets- Rent a booth at a regional tradeshow or attend an apparel market. Markets draw thousands of buyers and allow you to target directly to buyers who are interested in purchasing wholesale goods. Most of the events will be designed for pre-booking so you can take orders and then manufacture and ship the items.
3. Facebook- A Facebook page establishes 'legitimacy' for your brand and allows consumers (both retail and wholesale) to view your product line. It is important to build a Facebook group as well so you can network and build relationships. These relationships will lead the way for selling in your group.
4. Instagram & Pinterest- The highly visual sites can direct traffic back to your website. Spend time creating rich lifestyle images that will not only show what product you offer but will also create a narrative of who uses your product and how their life is better because of it.
5. Influencers- In the age of pricey ads on tv and apps, many large companies are turning to social media influencers. The 'girl next door' is able to tell a more compelling and engaging story about your product than a professional ad campaign. People want to see and hear how the product is in 'real life'. Influencers are able to sell more due to the trust they have built with their followers.
6. Boutiques- Research stores that carry products similar to yours. Contact the owner with your line sheet and pricing information. Most boutiques are looking for the newest, most exciting product to offer their customers. Build a relationship with these boutique owners and help fulfill their product needs with your line.
7. Website- If you build it, they will come. As long as you can direct traffic there. Create Drive buyers to your website through your social media accounts, personal networking, and investing in someone who can help you with SEO (search engine optimization) and Google Analytics. Adding an online buying option with companies like Shopify will help you keep track of inventory as you are making sales.
8. Local Media Features- Regional newspapers, magazines, and news programs are always looking for products to feature in 'gift guides' and small businesses. Create press releases with your products, your brand's story, and lifestyle images. Some of these features may have a 'pay to play' factor. But the return on those investments can be high.