

Teespring Autism T-shirt Case Study

Autism is a sensitive niche with millions of likes on Facebook.

First I went to Teescover.com:

autism Search Clear

Show Tees : ☐ Active ☐ Inactive ☒ Both


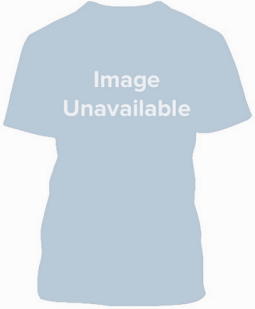
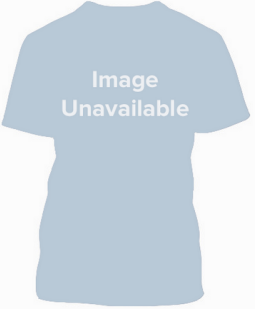
Sort By

No. of tees sold 100 +

Tees Show Per Page 144

Go

Using a simple search on for Autism on Teescover, you can see that some of these Tees have 100+, 600+ even 1000+ sales.

| | | |
|--|--|--|
|  |  |  |
| Limited Edition Autism Awareness Tees! 125 sold towards goal of 100 This campaign ended about 18 hours ago Last Updated:2014-03-22 18:41:55 \$15 | Ltd Edition Autism Tees & Hoodies 653 sold towards goal of 50 4 days left to buy Last Updated:2014-03-06 00:01:17 \$21 | 2014 APRIL AUTISM AWARENESS CHARITY TEE! 1171 sold towards goal of 50 1 hour left to buy Last Updated:2014-03-06 20:01:22 \$23 |

This means there are buyers in this niche!!

Next step was the design.

In this niche I was clueless so I really had to trust the designers on this one.

We use 99 Designs for this and had around 13 submissions.

Here is the design I Chose:



Here is link to the campaign: <http://teespring.com/iamautismaware>

Here is ad, nothing special, just an image taken from Teespring:

**Autism Awareness Support Group**
October 17, 2014 · 🌐

* HELP US SPREAD THE WORD! *

Autism is not a tragedy, Ignorance is.

Purchase Yours Here: <http://teespring.com/iamautismaware>



398,976 people reached

Boost Post

Like · Comment · Share · 👍 14,436 💬 134 ➦ 5,518

System Pr

You can see the engagement was actually more organic than paid, this means I was getting a lot of free traffic from shares. Over 5,500 shares.

Here is the targeting:

Size: 580,000 people

Location - Living In: United States

Interests: Autism Speaks

Age: 35 - 44

Placements: on News Feed on mobile devices

Now we started by targeting 21-64, every age group and both male and female, both mobile and desktop.

In the end, the above age group 35-44, on mobile, dominated and got the most sales.

Here is the ad spend:

| | | | | | | |
|------------|------------|----------------------------|-------------------------------|--------|--------|----------------------|
| Autism PPE | ● Inactive | 10,096 Post Engagements | \$0.06 Per Post Engagement | 92,867 | \$0.00 | \$595.94 of \$595.94 |
|------------|------------|----------------------------|-------------------------------|--------|--------|----------------------|

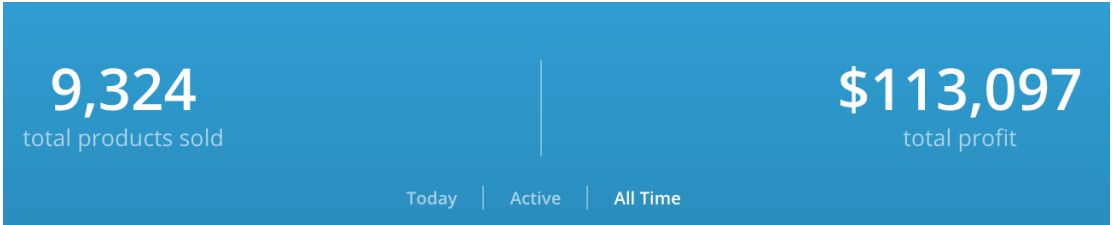
Please zoom in if this image is too small. Ad Spend is \$595.94

Profit from tee is \$1230.68

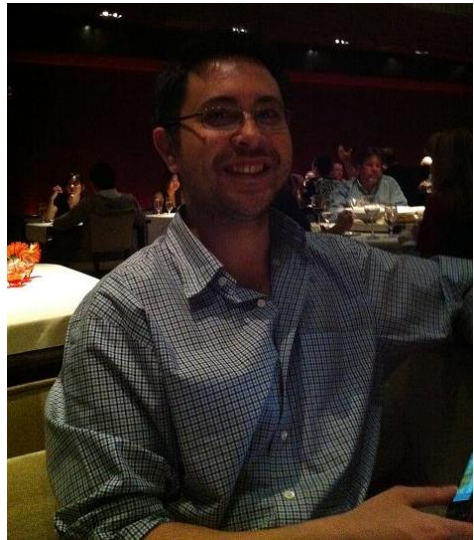


Total Profit = \$634.74

No where near the profit from my other tees, but every tee ads up!!



To Your Success



Sean Colman