

Vexels Merch **#29** Digest

The new year has arrived and this is the perfect time to check out your Niche work. Let's take a look at some good practices in your Niche boosting.

**BRING ON
2021** IT CAN'T BE
MUCH WORSE



Niche good Practices

This is the time of the year to make the balance of the past year's action in our merch business. After we get all the information about which ideas were **successful** and which are to improve, we need to come with a plan.

A good place to start is to check out our **niche strategy**, and here there are some ideas you can use in your planning work:

Niche investigation

A basic, this is something you can't ever forget. Always be alert on the news and movement of your niches, and keep your lists freshly renewed.

Niche authority

Beyond your **brand authority**, don't forget your **niche authority**. A lot of customers that find your products are not looking for your brand but the niche where you are. For instance, the niches like Fishing, Coffee, Anime, Birthdays or Wedding anniversaries, have good authority and can bring you a lot of new customers. Keep checking the competition and authority of all your niches and the niches you are not exploring to find your next best selling.

New Niche practice

If you want to experiment with new strategies to face your niches, try to combine different niches to get new content. For example, you can combine **parallel niches**: from 'vegetarian' to 'vegan', 'green-based', 'plant-based', 'no-animal cruelty'.

Or, on another hand, you can **combine** non-related niches like coffee with cats, healthcare with food, or whatever combination you can imagine. If both niches have proven success you can finish with a new niche also lucrative.

Find information in every channel you can

Never underestimate a way to find a niche of customers wherever it is. Try to combine the channel you normally use to make your investigation with new ones. Also, check information from topics and niches you are not exploiting. To apply **old ideas in new places** is a good way to find out inspiration and motivate our creativity.



Mockup generator new features

As a mercher you need to differentiate your products to be more successful. A good way is to present your designs in a mockup. In Vexels we have the definitive tool to help you with this task:

The Mockup Generator.

In the mockup generator, your designs will be shown in the best scenarios that fit your style. You can apply your design, change colors and sizes, and choose the perfect background. And now you can apply filters to give the final touch to your mockup. More than 15 different filters to boost your designs.



Even More
MERCH TIPS!

Check the [Vexels Blog](#) for actionable Merch tips and knowledge about the t-shirt-making business. Keep revisiting for updates!

Niche opportunities for February

February 2nd

World Play Your Ukulele Day

February 4th

World Cancer Day

February 9th

Pizza Day

February 12th

Darwin Day

February 15th

Hippo Day

February 18th

Pluto Day

February 20th

Love Your Pet Day

February 23rd

Curling Is Cool Day

February 24th

Pink Day

February 25th

Chilli Day

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