

Things to Consider

Some common types of pop-up shops are:

- Seasonal or holiday pop-ups: usually geared toward a seasonal trend, holiday shopping, or gift-giving.
- Themed pop-ups: where a central theme is used to help launch or promote certain products or experiences.
- Sampling pop-ups: where free samples of food or retail products are provided.
- Interactive pop-ups: demos or other opportunities for visitors to interact with, touch, or try.
- Promotional pop-ups: build anticipation of a new product or idea. These can be geared toward new products, discounts, or even limited-time product offers.

Before pop-up launch

Before you host your pop-up shop—do your research. Get to know your target audience and examine the competition for insights into how you can make your brand stand out. Remember, customers go to a pop-up shop for unique, memorable experiences.

Think about how you'll price your products to attract customers and what kind of local PR you can get for your event (i.e. newspaper and radio coverage). Other ways to promote yourself include:

- Leverage Influencer marketing. Connect with local influencers, bloggers, and content creators to help spread information about your upcoming store. Remember to engage plenty of micro-influencers so you can leverage their highly engaged local audience.
- Creating press packages. Send press packages including pictures of your products, information about your brand, and news about the pop-up store to local news companies. Keep your media pitch short and simple when advertising what you're offering and invite interested journalists to get in touch with any questions.
- Build buzz on social media. Generate excitement among existing customers on social media. Hosting drawings, where customers can enter to win a discount at your event or a free product, is a great way to build hype.
- Ensure you create an engaging experience.

During the pop-up

While running your pop-up, look for ways to keep the momentum going. You can continue working with your influencers, asking them to share photos and videos of them visiting your pop-up store. Other options include:

- Creating user-generated content. Ask customers to share pictures of them at your pop-up store or using your products with a branded hashtag. You could create a selfie wall where people can pose under your brand logo or give people discounts for sharing their location in your store.

- Engage in co-marketing. Work with surrounding companies in your local area to help generate attention for your store on other social media feeds and blog pages. You could even send freebies to surrounding businesses to get them on your side.
- Getting local celebrities involved. Invite local celebrities and social names to come along to get involved with your event. This will help to build a community around your brand and pull in the attention of local customers.

After the pop-up

The buzz shouldn't die down when your pop-up is over. Below are some tips you can leverage to keep the conversation alive:

- Email visitors. Used point-of-sale to collect emails? Great—now re-introduce your online brand to customers and drop a hint of when you might set up a pop-up next.
- Ask for feedback. Ask your customers what they loved about the pop-up with polls and surveys. This keeps the conversation going while also collecting valuable feedback about what you can do to improve your future pop-up events.