

START YOUR OWN POP UP SHOP [WEBINAR]



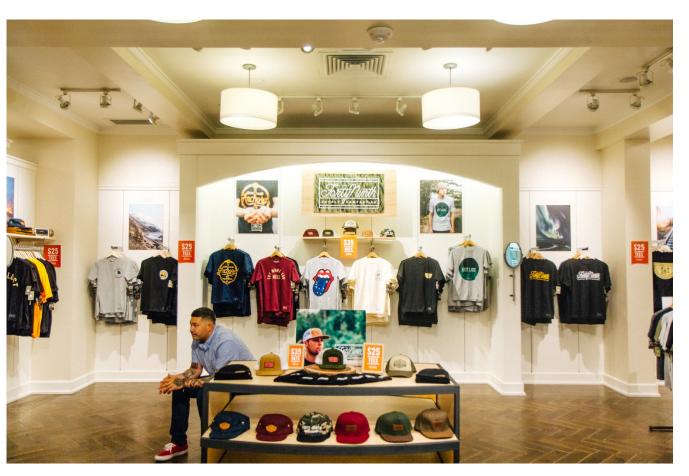


What is A Pop Up Shop?

Short term, temporary retail space

Typically partners with your ecommerce site Already in existence

Area with heavy foot traffic





Store within a store

- Foot traffic that mirrors your product line
- Examples:
 - Running shirts in a shoe store during marathon weekend
 - Spirit shirts in a book store for freshman orientation
 - Dog shirts in a pet store at adoption weekend





Temporary retail space

• 1 month lease during the holidays





Kiosk in a mall





Booth space (craft show, sports tournament)







Portable







Benefits of a Pop Up Shop

- Low risk start see if retails works for you
- Develop a brand (later helps your ecommerce site)
- Meet new customers, get feedback
- Increase sales
- Capitalize on an event or holiday





What are my costs

- Rent
- Licenses, permits, and insurance
- Maintenance and design
- Employees
- Store hardware and software
- Marketing and advertising
- Shipping and logistics





Let's Get Started

- 1. Design your space
- 2. Location, location, location
- 3. Plan the details
 - hours, payment, inventory
- 4. Promote your pop up
- 5. Open your store





Let's Get Started

Inventory decision

- Pre-stock
- Print on demand (heat press advantage)







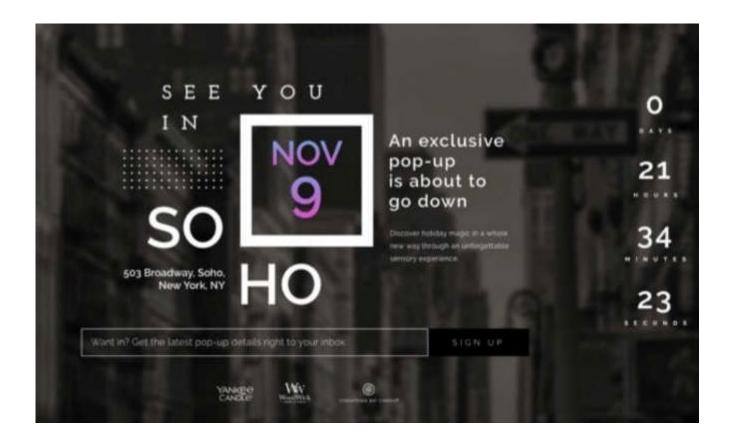
Create a special event

- Opening night
- Friends & family





Social media barnstorm





Press Release

Tips:

- Partner with charity
- Create an inspirational story
 - Retiree side gig
 - Mom back to work
 - Serviceman just returning to US
- Create a sneak peek
- Launch party





Old fashion flyers





Design delights from UK designers and makers

Creative Clerkenwell Christmas Pop-Up Shop 11-16 December, 2012

Shop locally from a curated selection of Christmas delights from UK designers and makers.

Tue-Fri 11.30am to 7.30pm Sat-Sun 12 to 5pm Private View: Tuesday evening until 9pm -join us for a drink!

Showcase at Craft Central 33-35 St John's Square London EC1M 4DS

Beswick

Flor Unikon

www.creativeclerkenwell.com

Featured designers: Amanda Li Hope, Ikuko Iwamoto, Jo Davies Ceramics, Kate Clarke London, Laura's Loom, Oxx Jewellery

Shop online or offline Free Delivery in EC1 for orders over £10 Drop-in workshops



Asahi

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TRANSFER EXPI 5



Clear signage



Giveaways/Specials

- Koozie with every shirt sale
- Free shirt for the bride with bridesmaid shirt order
- Multiple pricing 3 for \$30
- Create a rally pack (shirt, cap and rally towel)



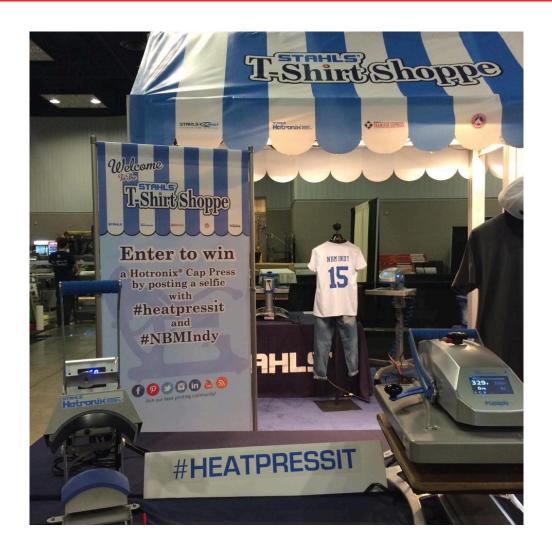




Interactive "Watch us print your shirt"

Choose design/choose shirt

Placement choice





Download our Ebook: <u>bit.ly/event-printing-ebook</u>





Thank You For Attending

Do you have more questions? Stay in touch. We're here to help you grow your business!

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Contact us: Phone: 1-800-622-2280 Fax: 1-800-833-3877

