

#SHOPSMALLFIRST

PINKFRIDAY

* MAXIMIZE *

MERCHANDISING & MARKETING

How to host successful pop ups and events for your boutique, brand or retail business, drive more foot and e-commerce traffic post-event, and grow your retail CLV in the process!

Whether you're new to setting up at vendor events and pop-ups or are a seasoned veteran, one area of business that is always changing is the way in which we market ourselves online and off.

We can no longer just hope that someone will walk by our vendor booth and find what they love, instead, it's up to us to leverage and maximize the tools of social media, text, email, paid ads, and events to drive traffic before, during and after each pop-up or event.

Use this short marketing guide to maximize your next vendor event or pop-up!

1. PRE-SHOW MARKETING

How to get your business ready to attract the most customers at your next pop-up vendor event

CREATE & MAXIMIZE A FACEBOOK EVENT

- Did you create an event for this show last year? If so, you can re-invite all of your past attendees to the new Facebook event you create.
- Run ads for your Facebook event to drive attendance.
- Check-in with your event page to the location of your show to help others find it.

SOCIAL MEDIA ALERTS (FACEBOOK + INSTAGRAM):

- Start posting two weeks in advance, about your upcoming show and ask who's coming. Invite each of these to your Facebook event! Post your Facebook event across all channels and 'boost' to your page to all engaged.
- Send an email to your entire list inviting them to come see you if they are in the area, or share with a friend who might be.

2. AT-EVENT MARKETING, MERCHANDISING, & DISPLAYS

MERCHANDISING & RETAIL DISPLAYS

- Is your lighting highlighting your products? Your focal points? Or is it drawing attention to your space that is otherwise dark and unattractive?
- Do you have a LARGE sign that is easy-to-spot, legible, and memorable so shoppers know who you are?
- Do you have a landmark where others will know your brand because of the pink door - or to use when sharing what your location is?
- Are you drawing the eyes up, using double-deckers of space? You may have a 10x10, but if used wisely, you can get 20x20 out of that space if you merchandise towards the sky!
- Will your booth draw people IN, or does it feel crowded or awkward to walk in? Do shoppers feel 'fenced' in, or can they roam in your space? (People like to avoid 'sales' people, so keep this in mind!)
- Do you have clever add-ons merchandised at checkout? Sales perks, bundles or up-sells and do you offer them with every sale? (Remember BOGO at Claire's when you were a kid?)
- Did you take a photo and video of your space for social media, so those finding you online before or after the event recognize or remember you for your booth?
- If you've previously won a best in show, or another retail award, will you display it?
- Use professional signage with your branded fonts, photos, and colors to be your silent sellers on specials, text opt-ins, brand names or to join your VIP groups or website.
- Create a space for an experience or a "gram-worthy" moment. Do you have a photo wall or cool backdrop shoppers can pose in front of? Make sure to add in clever branding, a # they can use to share with, or freebies with each photo or purchase.

POP-UP EVENT MARKETING

- Post daily in your Facebook Event your Deal of the Day, or a special you'd like to highlight.
- Go live on your Facebook page or group, and behind-the-scenes Instagram stories while at the event highlighting what is there, where you're at, specials, perks, and anything else to highlight!
- Run a big giveaway to your friends on social who 'check-in' or tag you in a photo at your booth.
- Collect ALL EMAIL ADDRESSES you possibly can either at every check out, or with a giveaway at the counter + iPad. Ask all "window shoppers" if they'd like to enter and get a coupon when they do. Get these emails for later!
- If you'd rather grow your text list, make your in-booth giveaway a text giveaway sharing your short code and keyword, then make the first auto-responder message in the text a question to capture their email.
- If you have an app for your business, place signage to encourage shoppers to download it now for a prize or special.
- Depending on the length of the show, re-share daily or every few days the shoppers who visited your booth or used your # through the experience, and encourage them to tag themselves!
- Collaborate with the booths near you for cross-social media promotion, Instagram takeovers, or a joint giveaway or special.
- Make sure to check in at your venue location on Facebook and in your Instagram stories and posts, this will help you land on the 'discover' pages of social and help others find you. If the show or event you're at has a special #, use it!
- Does the show you are set up at have its own Facebook page or event? Tag them and post in their event if possible.

3. POST-EVENT MARKETING

- Segment all of the emails you captured during the event and tag them in your list as “X Event Shoppers”, send them a specific follow-up email with your provider (MailChimp, Klaviyo, etc.) thanking them for stopping by your booth, invite them to your Facebook Group, highlight photos from the event and if you wish, give them a coupon code for their next online purchase with you.
- Send out an email to all of your lists, and post on social your ‘best sellers’ of the show, to give your customers an idea of what was trending while you were set up.
- Choose your top 10 best customers (by volume) from the show, and send them a handwritten thank you card in the mail. This will go MILES for them!
- Make sure your Facebook retargeting ad is working so that all of the new people you met at the show who visited your website are now getting your ads online.



Remember, the return on investment for setting up at vendor shows and pop-ups aren't always the hard sales you make. It's the new customers you acquire, the way you build your brand, and the way you grow your list of potential new customers. The art of vendor events is in the marketing, merchandising, and follow-up!