

PROCESS

Marketing Your Pop up Spaces

Think about the below three main areas and decide which will be your main marketing strategy, don't forget you can use all three but if your resources are limited it is best to focus on one.

There are three main marketing strategies you generally use for pop up spaces: social media, traditional media marketing, and guerrilla marketing.

Social Media

With all of the different platforms available, social media marketing may seem daunting at first. That's why it's essential to build an editorial calendar for your social strategy, featuring all of the platforms you plan to be active on. Whether it's Facebook, Instagram, Twitter, LinkedIn, Pinterest, or Tumblr, an editorial calendar will make it more manageable.

Selecting the proper social media channel is essential. It ultimately comes down to understanding your audience and deciding on which outlets to utilise. For example, you might have the same message, but will be written differently for each social site. You may have a more casual tone on Facebook and a more direct tone on LinkedIn.

Perhaps one of the most important social media strategies is picking the right hashtag. Although overlooked, the right hashtag creates uniformity across your multi-channel campaign, giving you the opportunity to track, measure, and engage with your key customers.

Traditional Media

To effectively target traditional media outlets, it's important to remember these two things: Make their job easier by pitching content they can use and know their publishing timelines. Generally speaking, you'll want to aim around two months before the event for local print, and two weeks before when pitching to online media.

Also, make sure that you're not sending out generic email blasts with your press release. Instead, have a unique and targeted message for each media outlet based on what they cover and their readers' values.

Guerrilla Marketing

Guerrilla marketing is an alternative advertising style that utilizes unconventional marketing strategies, high energy, and imagination. Its purpose is to take potential customers by surprise, making an unforgettable impression, and creating copious amounts of social buzz. This marketing strategy is great when in a high traffic area. Create custom rack cards with a clear call-to-action and coupon code to hand out or place at nearby outlets with a similar clientele to your target market.

Tourists are always looking for something fun to discover and bring home something unique when

visiting a new place.

Where else might your targeted demographic interact? Canvas those areas. While you want to think outside the box, remember to stay within the lines of your goals and your target customer's lifestyle.

Ultimately, you don't have to be a household brand to form relationships with followers and customers and to be successful. What matters most is that you are ready to have fun, and be open-minded and willing to take advantage of the different ways pop-ups can open doors for your business.