

Guide

How to Create Buzz for your Pop-up Store



Storefront

Opening doors for every idea

Marketing your store: online

Opening a well-designed store in a popular neighborhood isn't enough to get people into your shop—you need online marketing to spread the word. Choose your digital channels, and create a content marketing calendar beforehand to help you stay on track with your messaging.

Here are some essential tips for broadcasting your brand online.



Twitter: Send daily tweets, and create a specific hashtag to track your reach. (Tip: consider launching a Twitter contest to encourage engagement and improve sales!)

Instagram: Snap behind-the-scenes photos that detail the progress of your pop-up shop to build launch hype. Then, share photos of special products or deals only available in-store.

Event pages & online invitations: Create an event launch page, whether on Facebook or sites like Eventbrite, and invite your friends and followers. Send save-the-date messages regularly to generate online buzz.

E-mail: Encourage your customers to sign up for an email list to get exclusive offers and regular promo codes. This will help build your client database.

Website/blog: Write a blog post or create a landing page to promote your pop-up store. Design a graphic banner with your pop-up store's details for your homepage.

Influencers: Partner with a local blogger or influencer to post content during your launch party or other big event. If this isn't possible, make sure you and your friends post plenty of photos!

Read: [How to Promote A Pop-Up Event on Social Media](#)



PRO TIP!

Storefront can provide high-quality photos of your space that'll generate some great social buzz!

Marketing your store: online

Promotional materials, goodies, and packaging may seem old-fashioned in the age of social media. But they're still an effective way to reach a broad range of customers—especially those who aren't digitally savvy. Sometimes the traditional tools will help you reach the most people.

Below are some ways to build buzz on the ground or in-store.

Flyers & posters: Create a high-quality flyer to put something tangible into your customers' hands. Design an attention-grabbing poster and pin it up at a local café or neighborhood market.

Press releases & events: Create an events calendar to build anticipation. Then, draft press releases to inform the media. Also, invite local journalists and bloggers to an invite-only press preview that offers an exclusive look at your pop-up shop.

In-store goodies: Develop branded, promotional merchandise (i.e., novelty items, cotton bags, gift cards) and give them away at your pop-up shop, during the launch, with purchase, or at special events.

Packaging: Develop custom packaging (i.e., price tags, wrapping paper, shopping bags) to establish your unique brand personality. Make sure the design aligns with your brand's visual identity!

Read: Why You Should Use Smart Packaging In Your Pop-Up Store



Our Marketing Checklist

Here are some key points to think about.



Generate buzz

With over 3 billion people worldwide on social media, no effective marketing strategy can do without tapping into these powerful networks. In the weeks leading up to your pop-up store, create a catchy #hashtag and use it on Facebook as you announce events and attract likes, Instagram for visual treats and Twitter for real time updates.

Of course, traditional media cannot be ignored. Magazines, radio and television are still highly effective in getting the word out. Make sure to get in contact with local reporters and invite them to the big launch. **A well-written, catchy press release with all the necessary details is also essential.**

Discover our 5 golden rules for attracting media attention.



Collaborate

Find strategic partners who share an interest in your brand, the lifestyle it represents or the people it caters to. This may not only be useful in terms of potential sponsoring, but also in generating more attention and foot traffic. Whether these partners' products stand side by side with yours (for example, cosmetics and apparel), play a role in how your store shows its customers hospitality (coffee, snacks), or plays a role at one of your in-store events (a live band), working together is mutually beneficial.

Check out what Netherlands-based brand Karan Cevitam did to generate buzz for their pop-up store before, during and after!



Our Marketing Checklist



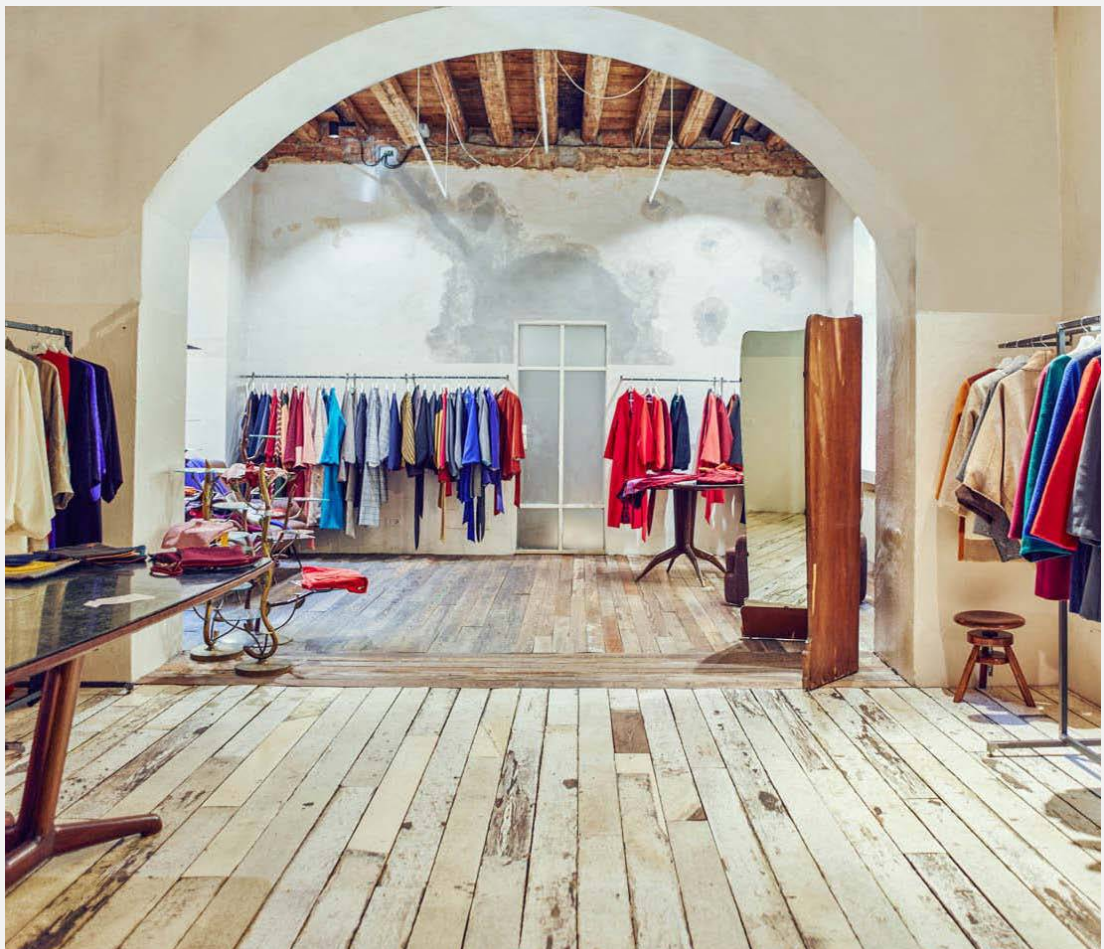
Find Influencers

Influencer marketing as part of your strategy is highly recommended. Although expensive, getting influencers such as popular bloggers behind your brand can help you reach beyond your initial audience and attract more customers. Big shots in this field don't necessarily have to be your first choice. Micro-influencers generally speak to a more focused and loyal audience, generate a higher engagement rate and are more cost-effective. Find those who fit your niche, perhaps near to your chosen location, and invite them to a pre-launch party. Get them acquainted with your products or have them play a more active role at one of your pop-up events.



Make it eventful.

Depending on the duration of your pop-up store, make sure you plan and promote plenty of events, from pre-launch to launch parties, contests, in-store concerts and other in-store happenings. Make full use of social media, not only in promoting these events but as an integral part of them. For example, a promotional activity could be handing out discount codes or other prizes to those who take remarkable pictures with your products.



Our Marketing Checklist

☑ Be visible and loud.

While marketing well in advance is important, day-of marketing is crucial. Often, shoppers are impulsive and decide to visit your store on the spot. Be creative and try new things, yet don't neglect tried-and-true marketing techniques such as handing out flyers and approaching people right outside the store.

☑ Keep talking.

Your hope is that your marketing efforts and actual pop-up event generates a momentum and gets to a point where people start to publish their own content. You want your product to sell itself. Keep an eye on posts under your hashtag, get a sense of people's sentiments, and quickly follow up with a newsletter after the event which builds on your customer's experience and... get them hyped up and ready for a next event.

Check our other tips to market
your **Pop-Up Store!**



How to get started

Launch your pop-up shop with Storefront.

Now that you know how to successfully take your brand offline, it's time to make your move. At Storefront, we're here to take the hassle out of finding and renting your next short-term retail space.

How to get started

We have a simple three-step process that helps you find the perfect pop-up space. When you book with us, you're guaranteed top-notch customer service, and an easy, secure payment system.

1 Search & sign-up

Access a huge selection of brick-and-mortar spaces, thanks to the thousands of listings on theStorefront marketplace. You'll find +10 million square feet of real estate that you can rent in just a few clicks.

2 Send requests

Browse spaces and send as many requests as you like. Or, let our Storefront Concierge help you to find the ideal space.

3 Launch your project

Book your space online and pay.

That's it! You're ready to start building your **pop-up shop**.



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Thank you.



Visit us at
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