6 Best Practices for Online Pop-Up Stores

1. Limit store offerings to only 1-3 items in your (first) store
   - ★ 12 piece minimum to print
   - ★ Do the math! (click here for "the math")
   - ★ Quantity breaks (fewer items = more sales = cheaper items)

2. Sell items people love
   - ★ Sell 1-2 best sellers, experiment with 1 novelty type (if you must)
   - ★ Keep the item design simple - basic logo with a basic club name

3. Be smart about how you set pricing
   - ★ $20 max for a short sleeve tee
   - ★ Aim for 30 - 40% over cost on other items
   - ★ If the price looks too high, it won’t sell. Reduce it.

4. Set your campaign duration to 2-3 weeks
   - ★ Can be shorter with a well executed plan
   - ★ Shorter = Good | Longer = Bad (trust us)
   - ★ Remember to include fulfillment and shipping time!

5. Make your campaign page fun and engaging
   - ★ Use video (statistically higher success rate!)
   - ★ Use gallery photos (people LOVE photos!)
   - ★ Tell a good (engaging) story

6. CRITICAL! Create a great marketing plan + follow it!
   - ★ Click this -> Blueprint for Success
   - ★ Email and FB your list at least 4 times during your campaign