

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)



12 MIN

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

BEST SELLERS



#1 Short Sleeve T Shirt



#2 Hoodie



#3 Long Sleeve T Shirt

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