

3 RULES FOR RETAIL POP-UP EVENTS

SARAH CLARK

1 INCLUDE AN ON THE SPOT ACTIVATION

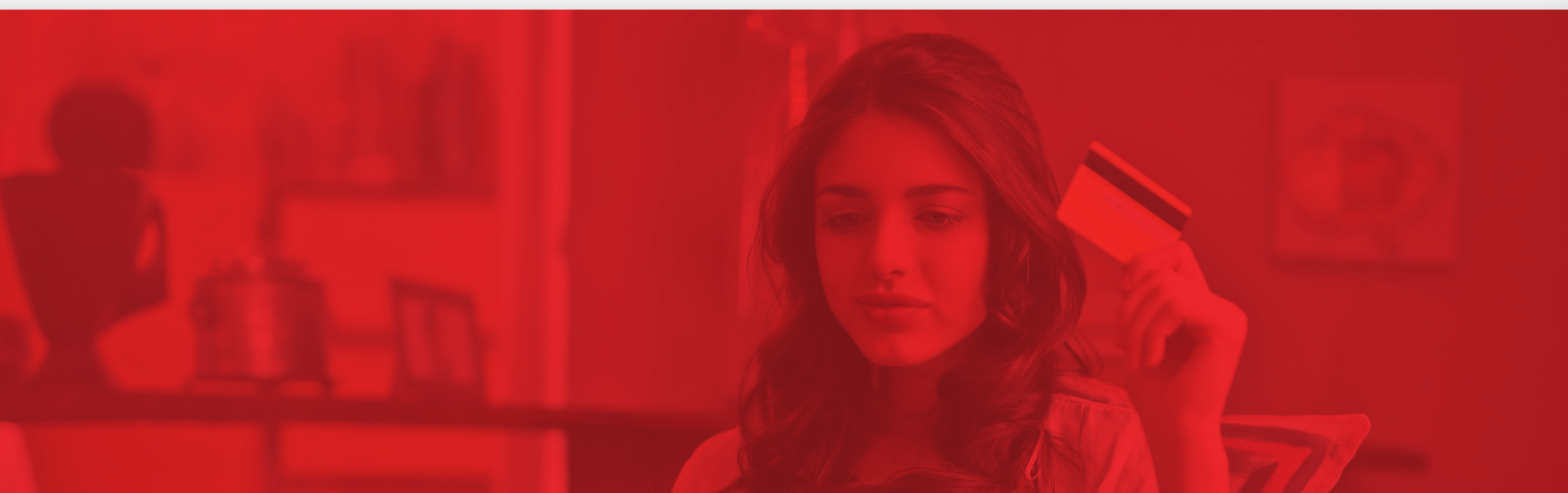
One of the essential elements for a pop-up event is the ability to have an on-the-spot activation. Whether the goal of your pop-up is to get new subscribers for your email lists, drive traffic in store, or create awareness about a new product, it is crucial to have a plan and the right tools in place. This means making those KPIs the number one priority from the start.

If your pop-up is going to take on-the-spot payments, consider renting a point of

sale system like Square. Not only will they supply their tiny hardware but they can train your team on how to use their software so that your customers don't have to suffer with inefficient service and long line-ups.

Having a plan in place to move your customer down the funnel from browsing to buying is important as well. Consider using a tiered discount structure; one where if they purchase immediately, they can save the largest amount but if

they aren't interested at that moment, they can visit in-store or online within a week of the event and redeem a lesser, but still tantalizing, discount. Consider attempting to capture their phone number or email if they decide not to buy on the day. This allows the consumer to be reminded to visit you in-store and not let their discount die while providing you with another opportunity to wow them.



2

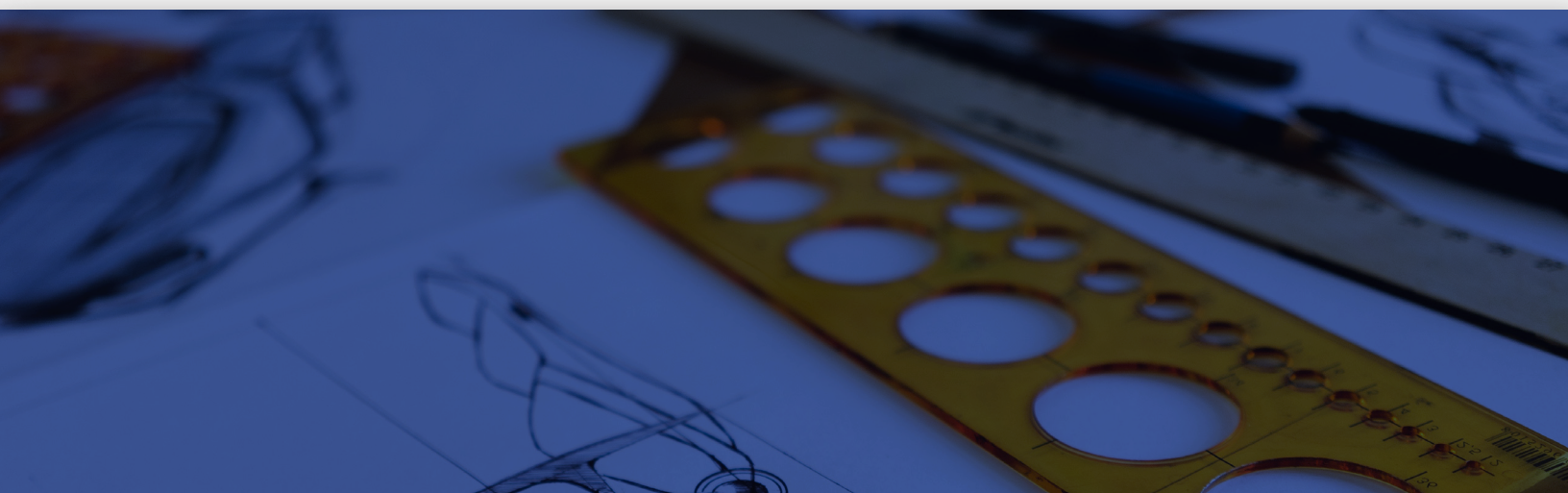
BE CREATIVE, BUT KEEP TRUE TO YOUR BRAND

The IKEA climbing wall. The Pantone Cafe in Monaco. The Sprite Shower in Rio. All three of these highly creative campaigns connected customers to the brand while still being true to the brand's original ethos. For IKEA, it was encouraging participants to touch and interact with their furniture close-up, for Pantone, it's about staying true to the colour, and for Sprite, it was about feeling refreshed.

Staying true to your brand's values must be at the core

for any pop-up shop or experiential marketing event that your brand holds. Always have a critical eye and don't get caught up in the "wow" without asking the "how". Otherwise, you could end up like IBM did when they tried to graffiti "Peace, Love, and Linux" around San Fran. The only issue was, they didn't use washable paint. The result? IBM had to pay a \$100,000 fine and pay \$20,000 in cleaning costs. Ouch!

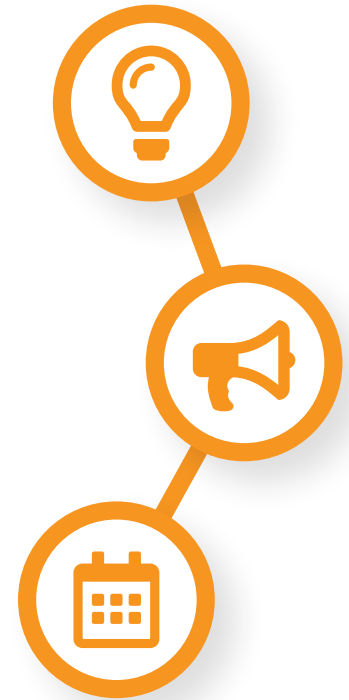
Staying true to your brand's values must be at the core for any pop-up shop or experiential marketing event



3 THINK AHEAD TO THE NEXT ACTIVATION

It's one thing to put together a pop-up shop or experiential event and hope that you can activate visitors and interested customers on the spot, but it doesn't always work this way. According to Harvard Business Review, a customer who has a great experience with your company will spend 140% more than if they had an average experience. But, that doesn't mean they're going to spend it right on the spot.

So, planning for the next touch-point or event is critical to ongoing success. Not only can you use this as an opportunity to gauge interest in the next concept to work out whether it needs tweaking or not. But, also provide a hook for influencers or members of the public to share with their friends and family.





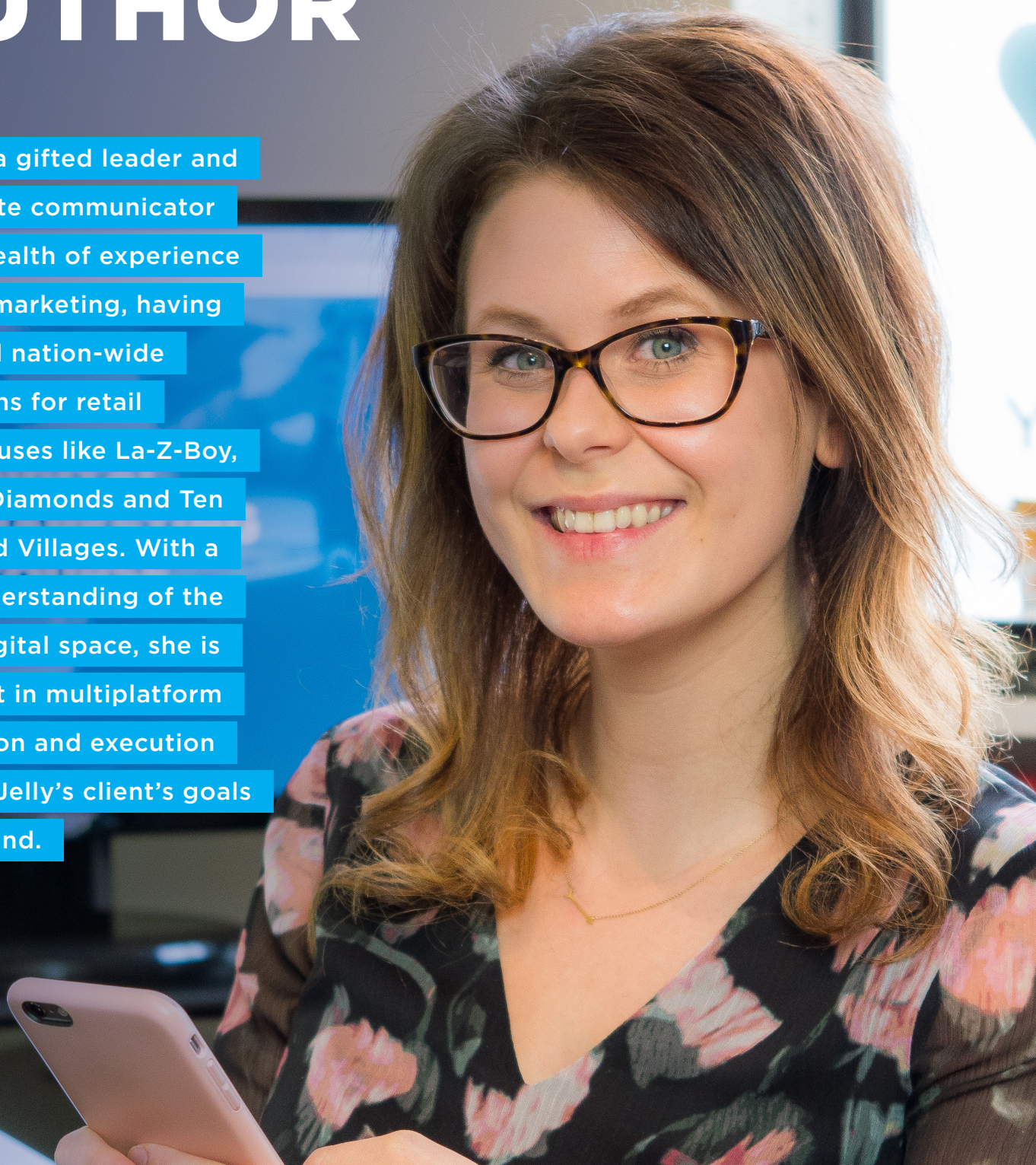
“

A CUSTOMER WHO HAS
A **GREAT** EXPERIENCE
WITH YOUR COMPANY
WILL SPEND MORE,
140% MORE

”

ABOUT THE AUTHOR

Sarah is a gifted leader and passionate communicator with a wealth of experience in retail marketing, having managed nation-wide campaigns for retail powerhouses like La-Z-Boy, Spence Diamonds and Ten Thousand Villages. With a keen understanding of the entire digital space, she is an expert in multiplatform integration and execution keeping Jelly's client's goals top of mind.





JELLY MARKETING

We are a high-energy team of go-getters, storytellers, and experts in all things digital who work tirelessly to get your business, product, and message seen and heard by the right people. While social media, PR, and digital advertising are the pillars of our business, it is our unique ability to combine the trio that enables us to provide comprehensive amplification for your brand.

From press releases to media events, we're the PR firm that's got you covered. That's the same story for social media. We can make sure you aren't wasting time yelling into the abyss by designing an effective social media strategy with engaging content to target your ideal demographic. We can use online analytics to pinpoint your target audience to track progress and get you effective, efficient results. We

take the guess work out of digital marketing so you aren't stuck burning cash.

jellymarketing.com

