How to make your pop-up shop a success
READY, SET... POP UP!

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www.thestorefront.com
There’s never been a better time to take your business offline than with a pop-up shop. But with these fun, time-limited stores appearing around every corner, how do you make yours stand out? That’s where this guide comes in. Here, you’ll learn how to make your pop-up shop a success—from creating a realistic budget, to marketing with the latest tools.

**WHAT IS A POP-UP SHOP?**

Pop-up shops are temporary storefronts designed and operated by individuals or brands looking to take their brand offline. A flexible model with a million possibilities, pop-up shops allow you to test your products, try new locations, and reach new consumers, while boosting brand recognition and awareness.

Pop-up shops were once considered a seasonal phenomenon, found in malls or markets during the holidays. Not anymore! These temporary retail events accomplish more than just bringing life to empty storefronts: they provide a low-cost way to connect with customers in a personal way, while boosting your sales!

Today, the pop-up retail industry is worth an estimated $50 billion USD, as brands of all sizes begin to understand the many benefits of pop-up retailing.

**WHAT WE DO**

Storefront is the world’s largest online marketplace for short-term retail spaces. Our mission is to connect brands, e-commerce businesses, and artists with space owners licensing short-term rentals. Ultimately, we’re here to match up your short-term rental needs with those of space owners, to create pop-up stores around the world.

$2,000 average cost to open a pop-up shop on Storefront vs. $98,000 average cost to open a brick-and-mortar store
To get the most out of your pop-up shop, you first need to define your goals. In other words, ask yourself what you want to achieve by opening a pop-up shop.

On the fence about it? Consider our top 5 reasons to pop-up!

**DEFINING YOUR GOALS**

**WHY OPEN A POP-UP SHOP?**

1. **Diversify your revenue stream**
   Launching a pop-up shop is a low-cost way to explore new revenue streams.

2. **Increase your brand awareness**
   Short-term retail events are exclusive and unique. Consumers love this – as do journalists!

3. **Connect better with your customers**
   Today’s customers want more than just an online transaction – your pop-up can provide them with a fully immersive retail experience.

4. **Save money**
   Renting a short-term space is up to 80% cheaper than opening a traditional retail store.

5. **Boost your sales**
   The temporary nature of pop-up shops boost sales, with a “get-it-while-it-lasts” mentality.

**MEASURING YOUR SUCCESS**

Once you’ve defined your goals, here are some ways to track how well you’ve hit the mark:

<table>
<thead>
<tr>
<th>What do you want to accomplish?</th>
<th>How do you measure your success?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase sales, open new revenue streams</td>
<td>Total sales, cost savings</td>
</tr>
<tr>
<td>Generate leads, increase brand awareness</td>
<td>Email sign-ups, social media engagement, increased site traffic</td>
</tr>
<tr>
<td>Engage customers, improve consumer experience</td>
<td>Online customer feedback, in-store giveaways or demonstrations</td>
</tr>
</tbody>
</table>

Working with the Storefront team turned our relationship with the landlords into something very easy and smooth, visiting several Storefront spaces with the same expert.

– Laurence Defaux, Marketing Director, Pandora

www.thestorefront.com
Managing Your Budget

Budgeting for your pop-up shop isn’t as complicated as it sounds. Costs fall into four main categories: use our checklist below to put together your own budget!

<table>
<thead>
<tr>
<th>Fixed costs</th>
<th>Staffing &amp; operations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rent:</strong> Paid daily, weekly, or monthly, depending on location and duration</td>
<td><strong>POS &amp; credit card fees:</strong> Hardware, software, processing fees</td>
</tr>
<tr>
<td><strong>Security deposit:</strong> May be refundable</td>
<td><strong>Staff:</strong> Salaries for sales associates, store managers, interior designers, PR personnel, etc.</td>
</tr>
<tr>
<td><strong>Utilities:</strong> Electricity, water, internet access, etc.</td>
<td><strong>Cleaning &amp; maintenance:</strong> Minor repairs, cleaning services</td>
</tr>
<tr>
<td><strong>Insurance:</strong> Protection from liability in the event of accidents, damage, etc.</td>
<td><strong>Permit fee:</strong> Depending on store type/city and state regulation</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Marketng</th>
<th>Outfitting your store</th>
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</thead>
<tbody>
<tr>
<td><strong>Promotion:</strong> In-store events, paid search listings, social media campaigns, etc.</td>
<td><strong>Furniture &amp; decor:</strong> Furniture, decorative elements, lighting, etc.</td>
</tr>
<tr>
<td><strong>Brand collateral:</strong> Business cards, invitations, interior/exterior signage, flyers, brochures, price tags, packaging, etc.</td>
<td><strong>Window &amp; displays:</strong> Fixtures, product displays, etc.</td>
</tr>
<tr>
<td><strong>Food &amp; drinks:</strong> Snacks, beverages, etc.</td>
<td><strong>Cleaning &amp; maintenance:</strong> Minor repairs, cleaning services</td>
</tr>
</tbody>
</table>

**PRO TIP!**

Making money does not have to be your focus. There are tons of reasons to open a pop-up shop, such as improving brand visibility, increasing site traffic, or customer experience. Profitability is not the only measure of your long term success.
LOCATION, LOCATION, LOCATION

It’s never been easier to find a space of any size, style, and cost for your pop-up shop. Before you start your search, create a list of features you want and need your space to have.

WHAT TO CONSIDER WHEN SEARCHING FOR YOUR PERFECT SPACE

Getting there: Consider your location’s foot traffic potential including who can get there, and how many people are likely to walk by? Proximity to parking and public transit are also important factors. Storefronts with easy accessibility will generate more sales, but may be more expensive.

Size, shape & style: Determine your space requirements: the rule of thumb is 10 ft² of space per person you expect. And don’t forget the amenities (i.e., lighting, Wi-Fi, kitchen, bathrooms) you need to support your pop-up vision.

Atmosphere: Think about where your customers live, work, shop, and hang out. This will give you a good idea of which neighborhood will suit your pop-up store. Remember that your space should visually mesh with your brand - if you sell vintage t-shirts, then a corporate event space probably isn’t right.

What type of pop-up space matches your brand?

RETAIL SPACE
GALLERY
EVENT SPACE
MALL
SHOP-IN SHOP
BOOTH
MOBILE
UNIQUE

Still not sure which pop-up space is right for you? Check out our blog for more ideas!

PRO TIP!

You can open a pop-up shop in more than one location at a time. Storefront can help you find a space that’s right for your brand across seven countries!
Timing Your Pop-up Shop

The holiday season always puts consumers in the mood to shop! Take a look at the calendar. Is there a celebration or event that could drive a need for your products? Make a list of the best periods and prioritize them based on sales potential.

Choosing the Right Time to Launch Your Pop-up

Holiday season: Do you sell chocolates or flowers? Consider launching around Valentine’s Day. Maybe handmade ornaments are your thing? Try Christmas. Even if your products aren’t seasonally specific, you can’t go wrong launching during the busiest retail period of the year!

Seasonal periods: The carefree days of summer make everyone eager to spend. It’s also a major sales period, so consumers are already on the hunt for deals.

Global events: Sporting events, such as the Olympics or the World Cup, see a massive surge in pop-up stores. If you specialize in sports gear or swag, these events are a great bet for built-in traffic.

Fashion Week: Want to get your brand noticed by the people that matter? All the buyers and journalists are in town during New York, Paris and London fashion week.

Understanding Rentals

Renting commercial real estate—even for a short time—can be overwhelming. Do you need a lease or a license? What about insurance and permits?

No need to worry! Storefront handles all the nitty-gritty legal and financial details so you don’t have to. All you need to do is find your rental space, request a booking, confirm and pay, and launch your pop-up shop!
DESIGNING YOUR POP-UP SHOP

Your pop-up shop’s design is an amazing chance to translate your brand into an immersive customer experience. If you want professional help, consider hiring a design agency. Or simply roll up your sleeves and DIY it with Storefront’s help!

LAYOUT DESIGN

Check out our guide to the basic elements of an effective retail design strategy that will encourage engagement and drive sales.

Decompression zone
This is the entrance, where customers decide whether or not to stay. Keep this space open and inviting.

Power wall
90% of customers turn right when entering a store, making that wall’s design indispensable. Use it to display popular or new items!

Pathway
This is the invisible road through your store. Use visual cues—such as signs or displays—to guide your customers.

Breaks
These are “speed bumps” that prevent your customers from speeding through your store. Stand-alone displays or sample tables encourage customers to linger.

Cash wrap
This is the checkout counter, which should be located at the end of your pathway. Stock small items here to encourage impulse buys.

Space
Customers need to move comfortably around your store. Consider a small waiting area with product-facing seats, and space your displays to avoid a “cramped” feeling.

Want to design an unforgettable experience? READ OUR HOW-TO GUIDE.

www.thestorefront.com
Below are the basic elements of a strong visual merchandising strategy that will increase sales and create a positive customer experience.

**FIXTURES**

These are permanent parts of the store—dressing rooms, built-in shelving, and checkout counters. You can rent or buy fixtures from specialty retail shops.

*How can color give your storefront added appeal?*

Read our expert analysis.

**DISPLAYS**

Window displays draw in customers from the street. Keep them fresh, clutter-free, well-lit, and at eye level. In-store displays can also boost sales: pick the right spot and create an intriguing story.

*Want to effectively display your products?*

Browse our how-to.

**DIGITAL**

These displays provide an interactive, high-tech shopping experience. Set up a flat-screen TV with a short video, or place iPads at strategic points to give customers an interactive experience.

*What are the most innovative gadgets for pop-up stores?*

Check out these 13 high-tech gizmos.

**SIGNAGE**

Signs—outdoor, informational, directional, branded, or persuasive—help attract, inform, and guide customers to make purchases. Make sure they’re short and easy to read.

*Need amazing pop-up store signage?*

Discover our 3 tips.

Our advice on eye-catching displays enabled Fila to create a sense of curiosity, thereby helping to draw more people into their pop-up shop.

www.thestorefront.com
So you’ve found a space, designed a shop layout, and created an immersive customer experience. What’s next? Everything related to staffing and operations, the essential heart of a well-functioning pop-up shop.

**THE DAY-TO-DAY**

**Finding/training staff:** Hiring staff is critical to keeping your pop-up shop’s wheels turning. When sourcing staff, try posting ads on your social media account or in a local newspaper. Maybe contact a local staffing agency, or simply ask your friends and friends-of-friends for help!

**Point-of-sale (POS) systems:** These are the systems you’ll use to process payments. Most are cloud-based and come with a combination hardware (i.e., scanning devices) and software (i.e., an app that connects with the system). Consider costs and fees, user support, customer engagement features, management tools, and ease of set-up when choosing your POS system.

**Inventory:** A strong inventory tracking system helps you to keep the right products in stock and manage orders all in one place. Be sure to choose one that works seamlessly with online tools (i.e., Toast, Shopify, Square) you may already use.
MARKETING YOUR POP-UP SHOP

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 task with your messaging.

Below are some essential tips for broadcasting your brand online.

Twitter:
Send daily tweets, and create a specific hashtag to track your reach. Consider launching a Twitter prize 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 and invite your friends and followers. Send save-the-date messages regularly to generate online buzz.

Email:
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. 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!

PRO TIP!

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

www.thestorefront.com
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 to reach the most people.

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

**OFFLINE**

**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!
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 Storefront’s 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.**

Storefront is at the cutting edge of helping bridge the gap between offering independent brands like us the opportunity to pop up in affluent destinations.

- Torly Grimshawe, Winser London
THANK YOU.

Visit us at
www.theStorefront.com