

8 REASONS TO DO A POP-UP SHOP



\$1.00

Test a New Revenue Stream

You can run a pop-up shop at a fraction of the cost that it would take to open a real store, making them ideal for experimentation.

\$2.00

Engage Customers Offline

One of the biggest challenges to selling exclusively online is that customers still like to try before they buy. Pop-ups make that possible.



\$3.00

Create Urgency & Scarcity

There's a reason limited time offers still work wonders. Scarcity drives shoppers to make impulsive choices and pop-ups reap all the benefits.

\$4.00

Shoppers Love Holidays

Whether it's Valentine's Day, Halloween, or Christmas, pop-ups let you take a slice of the billions that shoppers spend on holidays.



\$5.00

Educate New Customers

Pop-ups are great for introducing new products that consumers aren't familiar with - especially if they don't know why they need them.

\$6.00

Freedom to Sell Anywhere

Pop-ups let you take advantage of your customer knowledge by allowing you to set up shop in any area they already frequent regularly.



\$7.00

Generate Brand Awareness

Brands are fighting tooth-and-nail to stand out to consumers online. With a pop-up shop, your brand is literally in front of consumer's faces.

\$8.00

Unload Old Inventory

Rather than take a loss on inventory you couldn't sell online, a pop-up can let you recoup your costs and expose you to new customers.

