

The Pop-Up Checklist:

10 Things Retailers Should Consider Before Investing in a Pop-Up



1 Outline Goals

- Are you looking to announce a new product, educate, collect data, and/or test a new market?
- When are you planning to open?
- Does this timeline make sense with other initiatives within your company?

2 Create a Project Brief

(This is helpful in determining location and key characteristics of the space.)

- What is your style guide?
- How will your customers be immersed into the lifestyle of your brand?
- How many SKU's do you plan to sell?
- Additionally, based on your goals what type of activities will need to take place in the space (e.g. product demos, events, interactive areas)?

3 Define the Degree of Activation

- Pop-In Shop
- One Pop-Up Location
- Multi-City Pop-Up
- Mobile Experience

4 Determine the Budget

- Your budget should match your Style Guide. Consumer expectations are high regardless of temporary or permanent retail experiences.
- Line items to keep in mind include: rent, staffing & production budget. Production budget includes: build-out expenses, utilities, store fixtures and decor, signage, wifi, tech integration, merchandise, shipping, warehousing, permits, opening reception, cleaning, refuse pick-up and break-down expenses.

5 Find the Right Location

- Do you need a turn-key vs a raw space?
- Evaluate the foot traffic and ensure it pairs well with your target customer.
- What permits are required to operate in this space?

6 Craft Store Design

- Create the story of your store.
- Determine the one thing you want everyone to remember in a "sound bite."
- Account for your customer's decision journey.

7 Arrange the Logistics

(This is helpful in determining location and/or warehousing needs.)

- How will you handle inventory and back stock on site?
- Where are the products shipping from?
- What are the lead times?

8 Have a Strong In-Store Team

(Don't forget to make time for training!)

- What is the desired personality?
- What skills are required?
- What are the hours of operation?
- What are the daily tasks?

9 Have a Strategy for Driving Foot Traffic

- Create a programming calendar for in-store events.
- Create strategic marketing partnerships.
- Create a dedicated landing page on your company website for customers to easily access your pop-up information.

10 Always Learn

(Implementing a data collection strategy will deliver additional insights about your customers.)

- What are you learning from the pop-up and your customers?
- Are you experimenting with what works and what doesn't?
- How are you tracking customer interactions?

Remember:

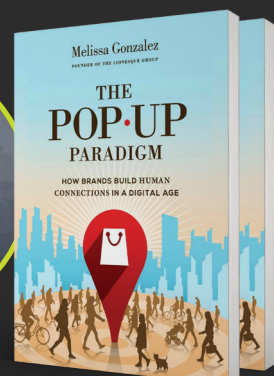
Pop-Ups are temporary experiences that leave a permanent impression!

This checklist was created by

Melissa Gonzalez

Founder of The Lionesque Group & Author of "The Pop-Up Paradigm: How Brands Can Build Human Connections in a Digital Age"

lionesquegroup.com | @MelsStyles



Learn more with our in-depth guide to pop-up retail:

Retail is Popping Up All Over

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