

## BEST PRACTICES

# Online Pop-up Store

### 1 Clearly Define Deadlines

Opening an online store for 10-14 days proves to be most profitable. Creating a sense of urgency will ensure consumers place their orders before it's too late.

### 2 Offer Limited Options

Offer a select grouping of 10 - 20 products with no more than 2 or 3 logo design options to avoid consumer decision paralysis, maximize sales, and simplify order fulfillment.

### 3 Create Product Bundles

Encourage consumers to purchase additional items by offering product bundles at a slightly discounted rate. Bundling 2-4 products together helps increase sales and meet product minimums.

### 4 Accurately Brand Storefronts

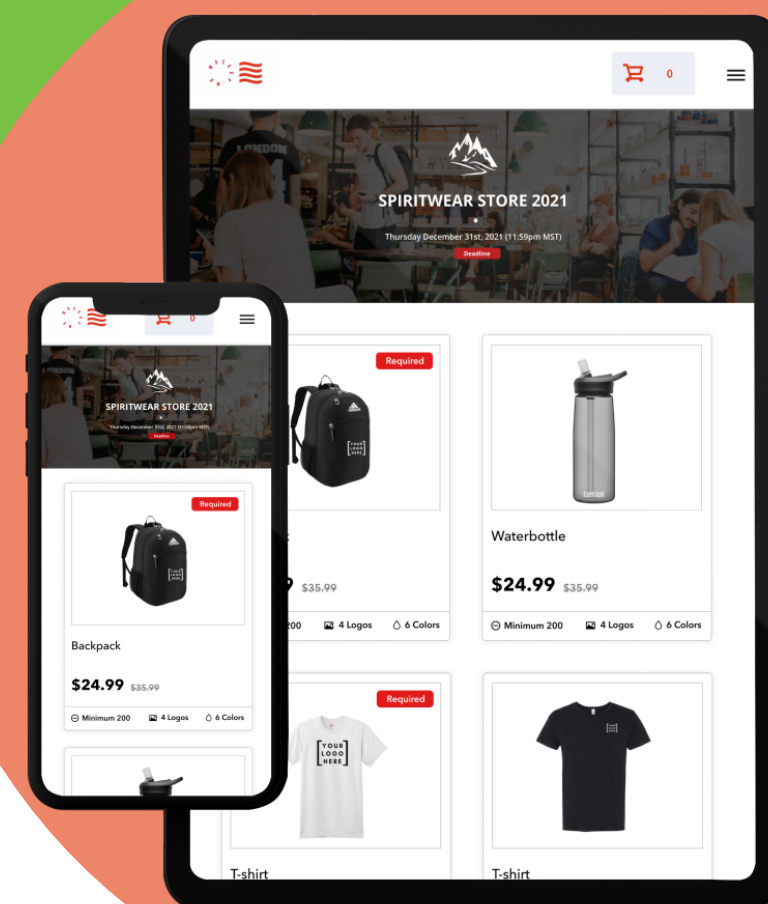
Customize each online store by using the group's logo, colors, and images. This makes it immediately obvious to consumers that they're in the right place because the experience has been tailored to them.

### 5 Communicate Shipping Dates

Clearly state and continually repeat when orders are expected to ship throughout the ordering process to help consumers feel comfortable about their purchase. For local group orders, consider offering ship-to-home or pick-up options.

### 6 Maximize Opportunistic Sales

Boost sales by offering occasion-specific and event-driven stores for tournaments, competitions, Team fundraising, or holidays to give consumers additional opportunities to purchase products.



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