



HOW TO HOST AN ONLINE POP UP SHOP

- Find your hostess
- Chose the type of shop you want to use
 - o Facebook Event
 - o Facebook Group
- Plan the event
 - o Pick a start and an end date
 - o Decide if your hostess wants a “live” portion
 - o Pick the items you want to highlight each day
- Open the event/group
- Get Hostess to invite her friends and encourage chatter on the wall/in the event.
- Highlight a new item each day
- Encourage participations or orders with a giveaway (totally optional)
- Follow Up with host and guests

WHAT IS AN ONLINE POP UP SHOP

An Online Shop is a 7-10 day event held completely online. It allows you to introduce the brand in a new way. The obvious benefit is you can host Shops with friends that don't live in your area. Online Shop are a great tool for generating interest or creating a booking more shops and growing your Silver Icing Team.

The reason you host a shop for 7-10 days is you want to take the time to introduce the brand without bombarding their news feed. A number of people will be unfamiliar with Silver Icing so you want to gently introduce them to the brand.

SETTING UP YOUR SHOP

Step 1. Find someone to host an Online Shop for you

Online Shops are done through facebook so the only requirement is that your host have a facebook account.

Step 2. Register the Shop

Create a new Shop in the Silver Icing system.

- Log in <http://www.silvericing.com/operations>
- Click on “Create new shop”
 - o Enter your host's information including her address as this will be used to ship her host rewards order
 - o All ONLINE shop numbers should start with OS followed by your Stylist Number. For example, if your stylist number is 09, your first Online Shop number would be OS09001.



- Once your host's information is entered, click "Save Shop"
- On the next screen you will see all of the information you just entered and a link on the right hand side. This is the link you share with your host and everyone attending the event. This link will track all sales and help calculate the hostess rewards.
- Your shop is now set up on the back end!

Step 3. Decide if you want to do the shop as a Facebook Event or a Facebook Group

Both events and groups have pros and cons. Some stylists do strictly events, some do both and some do only groups. It's your choice to find which method works best for you and your host. Below there are some pros and cons for each method.

Group Method

Cons

- Tedious to add people

Pros

- posts leak into news feed
- Easy for customers to find & post after party closes
- once added to group(notification will pop up even if you haven't 'accepted')
- can be made private
- Groups allow for more organization: albums and files etc
- You can keep track of everyone when the orders get in, get feedback and photos posted in the group weeks later
- Great for follow up

Event Method

Cons

- people can hit not attend and they will never see a post again
- not as easily found after close date
- an event is easily forgotten

Pros

- add people easily

Now that you have decided which method you would like to use, there is a step by step instructions on how to host both methods.

Step 4. Start a Shop (In this example, we will use the name Sally as our pretend host.)

GROUP METHOD



- a) Click on "Groups" in your toolbar on the left hand side
- b) Click on "+ Create New" in the top right
- c) Type in the group name, add your host as an attendee, select privacy
- d) Click Create
- e) Enter Description

Details: Shop here:

http://www.silvericing.com/adrienne?ev_id=OS19015

Last day to order is Wednesday November 12 in order to help Sally reach her goal.

The way it works: Sally's Shop will be open for one week. There will be a 2hr "live" portion on Wednesday November, 12 at 8:00pm where we can all login to Facebook and you will be able to ask questions, hear about the history of the company, etc.

Every day I will feature a new item to familiarize everyone with Silver Icing and highlight the top sellers and pieces you don't want to miss.

If you see something you like I recommend buying right away as sometimes items sell out quickly. This will reserve your piece. There have been a lot of items selling out quickly lately!

- Where: This "Shop" is 100% ONLINE
- When: Start and End date of the online shop, you must give it a start time (e.g. 10:00am) in order to give it an end date.
 - ✓ Please note, it is best to decide when the 'live' portion of your Online Shop will be and work back 7 days. Make sure to confirm with your host that she will be available for the live portion BEFORE you schedule your Online Shop. You don't want to change the date or time after you have launched your Online Shop and it is best to end the Shop with the 'live' portion. For example, if you have agreed to host the 'live' portion on Wednesday November 12 than the start date would be Wednesday November 5 at 9:00am and the end date would be November 12 at 11pm.
 - The "live" portion is optional. If the hostess or stylist wish, they can omit this part. It can be a very helpful and informative part of the shop for customers, but in quieter shops it may not be a very popular time.



Let the Shopping Begin

Step 1. Introduce the Shop

The first few posts should include the following:

- What is Silver Icing in a small paragraph and why you joined Silver Icing
- Ask the guests how they know the host, if they've heard of Silver Icing and what their favourite piece is. This is a great way to find out what your guests are looking for!
- Shipping/exchange policy, sizing chart and shipping prices.
- Shipping

Step 2. Post Daily

Try to plan your posts ahead of time. Post an item or two a day. Daily posts can be informational, promotional or interactive. When you are about to post, take some time to think about how you would respond if the post appeared in your newsfeed. Be concise and offer relevant information or ask thoughtful questions. Make sure to include the links when necessary so your guests aren't searching.

Explain why you love that or why it is a best seller. Try to keep the same format and use photos! A great benefit is using photos of "real" people in Silver Icing products. Feel free to use photos of yourself, your customers or photos from the hub.

If you find that your shop is a bit quiet, be creative. Play a game. Or offer a giveaway!

"Let's play dress up. I will start with the host and a few of the ladies in here that I know personally. Sally, I think you would rock the infinity leggings, because the legs look great scrunched up and they're super flattering paired with one of our new Beechwood Tank and an Aspen Wrap. Karen, you'd totally rock the new Midnight Pants and the Serenity Wrap with the faux button.

Now it's your turn ladies, tag someone and say what you think they'd rock, you don't need to be tagged to play."

Step 3. Last Day Reminder

- Post to the wall that it is the last day to order, and ask that the host follows up with friends that have expressed interest in buying.

Feel free to message your host and ask her to tag a few friends who she thinks would love to buy but are just being quiet in the event.

Step 4. Host a Live Portion



The live portion is a portion of your event designated to allow for instant communication between you and your guests. You will make multiple posts and answer any questions for a specific period of time. Remind the customers the day before the live event and then again the day of.

Plan out your posts ahead of time so it is a quick and easy process for you. You can post informational facts about the company or pieces, offer outfit suggestions or allow customers to ask questions. Make sure your host is active and encouraging others to participate. If she starts to participate, it's likely others will as well!

Stay attentive. Answer all questions and reply to comments. Sometimes it takes a bit for people to come online, others will come and go. Keep with it. Even if people don't participate, they can always be sitting at home reading your posts!

Finish with a brief message, with a reminder on how to order and your contact information.

Step 5. Final Follow up

The day after the event ends, post a thank you and another call to action.

Step 6. Optional Follow Up

A couple of weeks after the shop closes feel free to contact the host and guests who were active in your shop. Explain who you are, ask them about their purchases and their experience in the shop.