



## How to sell MORE at an online market

Tips to help you maximise the online event

**handmade.**  
CANBERRA

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## What we'll cover

- What is an online market and how it works?
- Getting ready
- On the day
- After the market

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## What is it? How does it work?

- 1 day event ~ 9am-9pm
- Exclusive offers for 12 hours only
- Handmade will promote the event to their database
- The online directory reveals exclusive offers and turns on at 9am and off at 9pm
- Customers browse the directory and click on the offers that appeal to them taking them to YOUR website to make their purchase.
- Customers returns to Handmade Canberra website to keep shopping



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## Before the event.

Consider your **IRRESISTIBLE OFFER** AND an eye catching image that will get them to **CLICK!**

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## Irresistible offer.

By irresistible offer we mean creating something of great value that the customer can't refuse.

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## Offer examples

- Package deal ie bag + towel \$299
- Discounts ie 20% off storewide
- Throw in a bonus ie free shipping, free upgrade, gift with purchase
- Multi buy offers- buy one get one free or buy 3 get one free

Repackage something you already offer for free ie free shipping, gift wrapping, gift card, able to send direct to recipient etc

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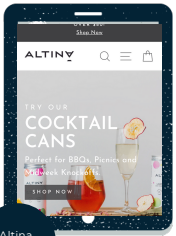
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ALTINY

TRY OUR COCKTAIL CANS

Perfect for BBQs, friends and work functions!

SHOP NOW

Altina Drinks

### Before the event.

- Get your website ready!!! Make sure all your links work
- Do you want a separate landing page to link to?
- Will you add a banner to your site promoting the 1 day event?
- Make sure its clear how a customer claims their offer and make it simple ie type ONLINEMARKET at checkout or free gift automatically added etc
- Update your website including stock numbers and make sure all stock is listed
- Test your checkout process with the options ie note with gift, free wrapping etc
- Check your site on mobile
- Update your offer on the Handmade Canberra website at least a week before the online event

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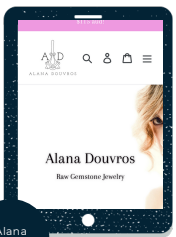
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Alana Dourvos

Raw Gemstone Jewelry

### Before the event.

- Plan and schedule your marketing
- Schedule your social media posts beforehand and also have multiple posts planned for the day of the event to build excitement. Drive people to your store.
- Will you go live on stories on the day with who you are and your special offer? Create a 15 second video and we will share it on the day. Remember to tag us so we don't miss it
- Update your Instagram profile for the event
- Add the Facebook event from our page to your page
- Schedule your newsletters before and on the day. ie Coming soon, Open, Still time, 2 hrs to go- closing soon...

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### Do's.

- Treat it like a real market. You will get in what you put in. Prepare!
- Be available on the day and check your emails and social media messages- Facebook and Instagram in case customers have questions. If you aren't quick to respond you will likely loose a sale.
- Prepare your stock and packaging so you are ready to ship orders the next day.
- Monitor your website traffic- google analytics
- Identify any issues early so you can adjust if need be.

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### After the event.

- Pack and fulfill your orders quickly so they arrive in time
- Keep customers up to date with shipping so they don't have to contact you unnecessarily
- Take your items to the post office or book your courier ASAP. Get your discount code from the stall holder resource area
- Review your sales for the day
- Follow up with your customers and ask them for a review.

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QUESTIONS

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