

## How to sell **MORE at an** online market

Tips to help you maximise the online event

#### handmade. CANBERRA

#### What we'll cover

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

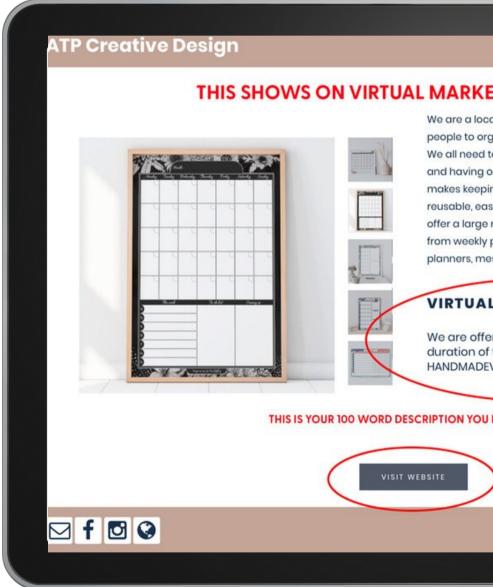


## What is it? How does it work?

- 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



#### VM Stall 327

#### THIS SHOWS ON VIRTUAL MARKET DAY ONLY

We are a local Canperra business with a passion for helping people to organise and plan their busy lives, in a beautiful way. We all need to keep track of appointments, events, school etc. and having one place to write it all down, for everyone to see, makes keeping everyone on track a breeze. Our products are reusable, easy to use, easy to clean, practical and stylish. We offer a large range colours, sizes, styles and layouts. Choose from weekly plann s, calendars, meal planners, school term planners, message poards, kids charts and liquid chalk

#### VIRTUAL MARKET OFFER

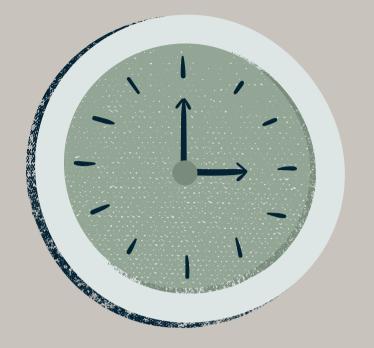
We are offering 10% discount on all products for the duration of the market - use the coupon code HANDMADEVIRTUAL at the checkout.

THIS IS YOUR 100 WORD DESCRIPTION YOU PROVIDE IN THE "VIRTUAL MARKET OFFER"

THIS IS THE SELLING PLATFORM YOU LINK TO IT OPENS IN A NEW TAB







# **Before the** event.

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





### Irresistible offer.

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



# 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

#### Shop Now ALTINV \_ COCKT erfect for BBQs, Picnics and Midweek Knockoffs 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

# Alana Douvros Raw Gemstone Jewelry Alana Dourvos

#### **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. le

Coming soon, Open, Still time, 2 hrs to go- closing soon...

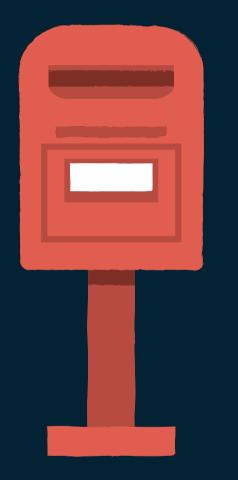
#### Do's.



- 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 • Prepare your stock and packaging so you are ready to ship orders
- questions. If you aren't quick to respond you will likely loose a sale.
- the next day.
- Monitor your website traffic- google analytics
- Identify any issues early so you can adjust if need be.



#### After the event.



- Pack and fulfil 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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