

## POP-UP CHECKLIST

### POP-UPS ARE A GREAT WAY TO:

- Create memorable and lasting experiences for your customers
- Increase sales in a physical retail environment
- Build new relationships with consumers who were not aware of your brand
- Collect data and gain valuable insight for business decisions

### POP-UP PLANNING

- A drawing/rendering of your space design
- Signage (permits, approvals, etc.)
- Insurance
- POS system
- Staffing
- Utilities + Logistics
  - Security/Alarm system
  - Internet (wifi)
  - Telephone (land/mobile)
  - Gas, Water, Electricity, Trash, etc.
  - Fire alarm

### POP-UP BUILD-OUT

*Furnishings (and other items) needed to create a functional and real-world version of your pop-up vision.*

- Cubby space (approx. 4ft x 4ft)
- Clothing rail
- Single Table (approx. 4 ft)
- Side table
- Nesting table (3 tiers)
- White Hangers
- Other (specify): \_\_\_\_\_
- Neutral Hangers
- Female Mannequins
- Male Mannequins
- Canvas (for branding decal)
- Chairs
- Table (for chairs)

### POP-UP SET-UP

- Merchandise
- Visual merchandising

### POP-UP SHOUT OUT

*Marketing and other support to help promote your pop-up event*

- Evite (sent to your database)
- Social Media campaign
- Press release (creation and distribution)

## INFLUENCER MARKETING TIPS + TRICKS

### SOME STATISTICS TO ASK

Some statistics you should ask for from an influencer before you move ahead can include:

- Average number of post saves per month
- Average number of story views
- Average number of sticker taps on Stories
- Average link clicks per month
- Average number of post shares per month
- Number of fans/followers

### CONTRACTS

A contract is important to make sure both parties follow through.

- Many influencers (especially micro-influencers) accept gifts instead of payment.
- Before offering monetary payment for social media posts, start the conversation off with an offer of a popular product!

**The next page includes a sample Influencer Contract.**

Date: \_\_\_\_\_

### **Influencer Partnership with [RETAILER NAME]**

This Influencer Agreement (“Agreement”) is made and entered into by the undersigned parties: **[RETAILER NAME]** (“Company”) and **[INFLUENCER NAME]**. (“Influencer”).

In consideration of the promises, rights and obligations set forth below, the parties hereby agree as follows:

The Influencer agrees that the Company may terminate this Agreement at any time without notice or any further payment if the Influencer is in breach of any of the terms of this Agreement.

#### **1. Services**

- A minimum of **1 Instagram post, 1 Instagram story and 1 Instagram Reel** (High-res images) to be used for social media channels, **hashtags [list hashtags], and handle [list handle]** to be tagged in all content. Links for all posts to be shared with the Company at [add email]
- Images may be shared on the Company’s social media channels and/or repurposed for blog or case study content for marketing purposes and will backlink to Influencer’s preferred link or social channel for cross-promotion purposes.
- Video content will be shared with the Company, who will have permission to use the provided video content for marketing purposes.
- The Company will have permission to share the provided video content on their website and social media channels and will backlink to Influencer’s preferred link or social channel for cross-promotion purposes.

The Company will provide key messaging, brand guidelines, and visual assets, as necessary. Additional services or amendments to the Services described above may be agreed upon in writing between the parties.

All Services provided will remain live on the Influencer online platforms indefinitely. Services will require approval from the Company before publication and should be delivered in a word document for approval. Any edits from the Company will be noted with Tracked Changes and will be reviewed with the Influencer.

#### **2. Reporting**

The Influencer will provide the following metrics on all social media Services, when applicable:

- Total video views
- Total reach/impressions
- Number of shares
- Number of likes
- Number of comments
- Link clicks
- Page visits

### **3. Compensation**

[Detail compensation – if barter collaboration include details like the products/services being bartered, shipping, etc.]

### **4. Relationship**

The Influencer will provide the Influencer's Services to the Company as an independent Influencer and not as an employee of the Company.

Accordingly:

- The Influencer is free to provide services to other companies during the term of this Agreement, so long as such other companies are not in direct competition with the Company, and as long as there is no interference with the Influencer's contractual obligations to the Company. In case of doubt, Influencer should confirm with the Company before agreeing.
- The Influencer has no authority to and will not exercise or hold itself out as having any authority to enter or conclude any contract or to undertake any commitment or obligation for, in the name of or on behalf of the Company.

### **5. Confidentiality and Intellectual Property**

The Influencer hereby represents and warrants to the Company that it is not party to any written or oral agreement with any third party that would restrict its ability to enter into this Agreement or the Confidentiality and Proprietary Information Agreement or to perform the Influencer's obligations hereunder and that the Influencer will not, by providing Services to the Company, breach any non-disclosure, proprietary rights, non-competition, non-solicitation or other covenant in favor of any third party.

### **6. Derivative Content**

The Company reserves the right to republish all Influencer Services provided in this Agreement without consultation with the Influencer. Services may be repurposed by the Company as social media posts, blog posts and/or case studies. The Company reserves the right to boost the republished content with paid online promotion.

During the term of the agreement, the Influencer maintains permission to share the agreed upon Services on their other owned online platforms not specified in the Agreement, if desired.

### **7. Obligations Surviving Termination of this Agreement**

All obligations to preserve the Company's Confidential Information, Intellectual Property and other warranties and representations set forth herein shall survive the termination of this Agreement.

**8. Entire Agreement**

This Agreement, together with the Confidentiality and Proprietary Information Agreement, represents the entire agreement between the parties and the provisions of this Agreement shall supersede all prior oral and written commitments, contracts, and understandings with respect to the subject matter of this Agreement. This Agreement may be amended only by mutual written agreement of the parties.

**9. Governing Law and Principles of Construction**

This Agreement shall be governed and construed in accordance with [state] laws. If any provision in this Agreement is declared illegal or unenforceable, the provision will become void, leaving the remainder of this Agreement in full force and effect.

**Authorization**

In witness whereof, the parties hereto have caused this Agreement to be executed by their duly authorized representatives, effective as of the day and year first above written.

**Please sign below acknowledging your approval of this entire Agreement, the promises, rights and obligations herein, and return via email to [email here].**

\_\_\_\_\_

[influencer]

\_\_\_\_\_

Date

\_\_\_\_\_

[company rep}

\_\_\_\_\_

Date