

3 TIPS

FOR MERCH STORE

SUCCESS



1 GET THE NEWS OUT

Promoting your store is **THE** most important factor to selling your gear.

Send an email when your store goes live, when there is one week left to order, and when there is one day left to order. **Busy people need to be reminded frequently!**

2 MAKE IT EASY TO SHOP

Use the free flyer we created to help promote your store! The QR code will take people directly to your store!

Print and hang them **EVERYWHERE!!!!** Think wallpaper.

3 GENERATE BUZZ

BE EXCITED about your store...it's contagious! Use social media to keep the spotlight on your store. Create posts featuring photos of your gear regularly (daily!) while your store is open. An app like Canva can help you design fun, attentional grabbing posts.

PRO TIP: For Instagram posts, add "*Link to shop in bio*" to your post caption. Update your Instagram profile link to go directly to your merch store to make it easy for people to shop. Check out LinkTree if you want to offer more than one link in your Instagram profile.