

3 TIPS

FOR MERCH STORE

SUCCESS



1

GET THE NEWS OUT

Promoting your store is **THE MOST IMPORTANT** factor to successfully selling your gear.

Email your community your store's link and send reminders when there is one week and one day left to order.

2

MAKE IT EASY TO SHOP

When your store opens, we'll send you a QR code that will take people directly to your store.

Your store includes an admin dashboard so it's easy to monitor your store and see how many sales you've made.

3

GENERATE BUZZ

BE EXCITED about your store! 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.