

**Go—
PopUp**
Live

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PopUp**

Go—PopUp Live
December | 2020



Welcome.

0.1 About Us.

**0.2 Livestream
Shopping Shows.**

0.3 Add-ons.

**0.4 Consulting
Tailored Services.**

**0.5 Success
Stories.**

0.6 Contact.

0.1 About Us.

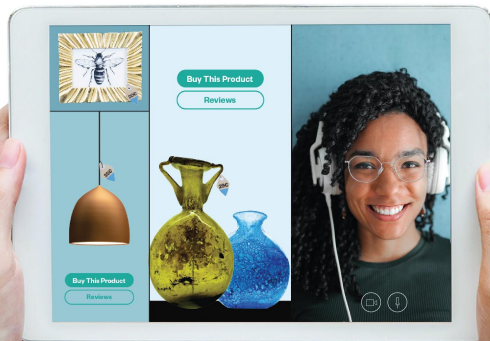
A New Beginning.

Everything changes and the key is to adapt.

Given the current **pandemic context** and the challenges it poses to many companies and brands, together with the **tendency for digitalisation**, Go—PopUp is adapting and growing... with **Go—PopUp Live**.

A new way of
doing **RETAIL**

Online Pop-Up Store

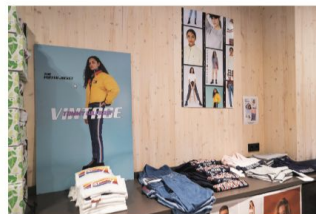
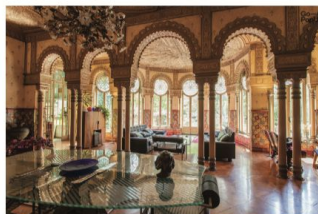
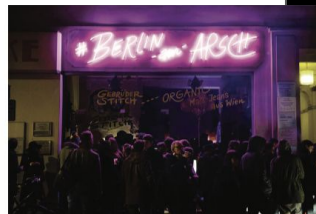


First Things First.

What is **Go—PopUp**?

Born in 2014, Go—PopUp is consolidated as the **leading European marketplace** for short-term leasing of **pop-up spaces**.

- High street & malls
- Kiosks
- Containers
- Pop-up stores
- Online pop-ups

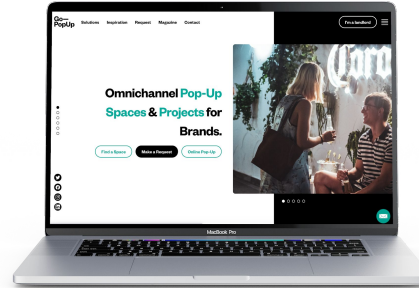


What Go—PopUp Live Offers.



Just as **Go—PopUp** offers:

- **Physical spaces** in different formats,
- **Additional services** such as DJs, deco, etc., &
- **Consulting tailored services** for an end-to-end event...



...**Go—PopUp Live** does the same **BUT ONLINE!**

That is,

- Customised **digital spaces**,
- **Add-on services** to the virtual space, &
- **Consulting tailored services** for an end-to-end online event.

An Omnichannel Experience.

PHYSICAL



DIGITAL

Get to a
broad
and more
loyal public.

Go—PopUp Live is an alternative livestream shopping show that can bring the final customer to a **real life purchase experience**, as if they were in a physical store with a shop assistant...

But from **home!**



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Go—PopUp Live - Livestream shows.

Value Proposition.

What we offer is the option to create your **livestream shopping shows** easily and intuitively, host **online showrooms** and **live product demonstrations** to virtually and interactively **communicate with your customers**.

You'll achieve:

- Making digital shopping **more than just a catalogue** of products.
- The so-called **social selling**.
- A **sustainable bond** through the credibility of the brand representative.



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Features.

**Go—
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Live**



**Webinar tools
included**



**All-round
support**



**Automated SM
promotion**



**Automated
lead generation**



**Public or Private
Pop-Ups**



**Reach New
Customers**



**Every Session
is recorded**



**Monetization
of sessions**

Trusted By...

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Live



Many brands have **relied on us** to make their **physical** pop-up events happen.

Now, brands have started to **trust us** for their **livestream** shows!

*Selection of successful brands that have trusted our services.

Where Are We?

Thanks to our experience in different countries our **livestream shows** can be programmed and hosted **in different languages**, both in our site and app.



0.2 Livestream Shopping Shows.

What Are They?



Why Livestream Shows?

88%

is the **return on investment** of videos in marketing.

96%

of users have **seen a video** to learn more about a product.

85%

of marketers claims that **videos increase their sales**.

8

times more views get **streaming videos** than on-demand videos.

We're a **highly visual society** and we love to be entertained.

How Does It Work?

1. Register [here](#):

SET UP POP-UP STORE

Create your account

☐ I'm a brand or agency

☐ I'm a landlord or space manager

Next

How Does It Work?

2. Schedule your digital pop-up:

The diagram shows a three-step process for scheduling a digital pop-up. Step 1 is 'Description' with a person icon. Step 2 is 'Organization' with a lightbulb icon. Step 3 is 'Payment' with a checkmark icon. Below the diagram are input fields for each step.

Description

Brand name

Brand Logo
☐ Show the brand logo

Contact email

Brief description

Hashtags

Organization

Pop-Up Title

Contact Phone

Payment

How Does It Work?


3. Manage your mini site:

- Get the attendees' list (real and quality leads)
- Manage the products you want to sell through the catalogue
- Hire our premium services here
- Promote the event in social media


Online Pop-Up management

Premium Services Documents Product catalog Social Share Attendees Recordings

Available services



Online Pop-Up Production
Everything you need to produce your Online Pop-up Store
Price to be requested
[+ info](#)

☐ 

Livestream interview to promote your product
Are you interested in a Livestream interview, focused on the core information of your product or service? We can organise

Contracted services

No contracted services

How does it work?

4. Set it up:

- Internet connexion
- Background
- Lighting
- Products











How Does It Work?

5. Make it happen!



How Does It Work?

6. Download your video in **MP4 format** and leave it on our **online boulevard**:

 <p>12th of November, 2020 16:00h CET: Sophie Springer 100% pura italia- Bags Borse made in Italy</p>	 <p>10th of November, 2020 15:00h CET: Go—PopUp Livestream shopping demo Demonstration of Online Pop-Up, the new livestream shopping platform</p>	 <p>4th of November, 2020 19:30h CET: Clinica Estética Dra. Noelia Gon Los 10 secretos mejores guardados de la Toxina Botulinica No dejes de enterarte del tratamiento mas Popular entre los famosos. Todo lo que necesitas saber!</p>	 <p>23rd of October, 2020 19:00h CEST: Lyelcocó COMING SOON - SHOWROOM ONLINE Lanzamiento de la nueva tienda online y showroom en directo!</p>
 <p>15th of October, 2020 20:00h CEST: The Espadrilles Experience Introducing The Experience Welcome to The Espadrilles Experience. Interact with our artisans and create your custom-made pair</p>	 <p>14th of October, 2020 19:30h CEST: Daniel Berdala Art Consultor Creatividad al poder! Descubre tus habilidades! Utilizando la creatividad descubrirás unas capacidades creativas para mejorar tu vida que no conocías</p>	 <p>14th of October, 2020 18:00h CEST: Sophie Springer 100% pura italia- Bags Unique handmade bags made in Italy.</p>	 <p>2nd of October, 2020 23:50h EDT: DeLuxxe Lifestyle DeLuxxe Lifestyle A Better Way To Shop Beauty Cosmetics</p>

How Does It Work?

6. Download your video in **MP4 format** and leave it on our [online boulevard](#):



Use it for marketing actions!

By adding it to our center, you'll be able to carry out **ephemeral actions** such as:

- Christmas campaigns
- Sales
- Launches
- & more!



Promotion of the Show.

Promote your livestream shows:

- We generate a predefined text to **share the link to the virtual event on social media**. Use or edit it and start posting!
- Once finished, **share your video** on Facebook, LinkedIn, Twitter and/or WhatsApp.
- **Set a reminder** in our platform to share your post on social media.



Recorded Videos.

Not feeling like going live yet? Start with **recorded videos**.



Need some time before preparing a livestream show but still want to promote your products virtually?

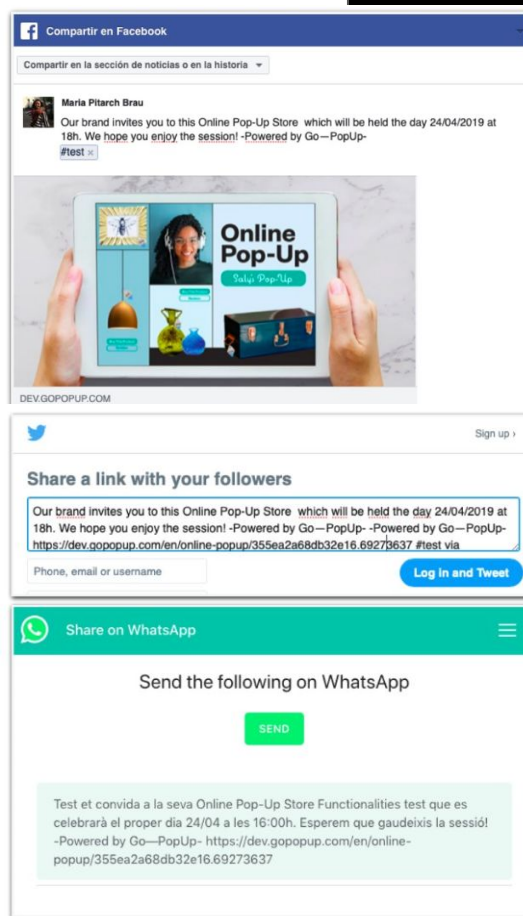
No problem! **Test our platform with recorded videos** first.

Familiarise with our tool, get our support, learn all the benefits and make it happen.

Promotion of the Show.

Promote your livestream shows:

- We generate a predefined text to **share the link to the virtual event on social media**. Use or edit it and start posting!
- Once finished, **share your video** on Facebook, LinkedIn, Twitter, WhatsApp and/or your site.
- **Set a reminder** in our platform to share your post on social media.



It's a Learning Process.

1. Meet your objectives.

Plan.

2. Put your plan forward.

Arrange a show.

3. Thrill your audience.

Promote yourself.

4. Convey your message.

Host the show.

5. Monetise your session.
Convince your audience.

6. Get feedback.
Interpret the results.



Monetisation.

Livestream shows:

(check our [manuals](#) for details!):

- Free
- Donation based
- Ticket based
- Presale



First session
always for
FREE

Monetize your
session for only
5-10% fee (*)

3 months flat
fee subscription
99 €

Our App. —

We just launched our **app!**

Visit your store to download it, and stay tuned for updates.

Provide your attendees an **easy**, **comfortable** and **user friendly** way to visualise your livestream shows.



0.3 Add-ons.

Premium Services.

What adapts better to your digital event?

We offer:

- **Influencer marketing**: have an influencer introduce and promote your products, it will generate **new leads** and add **credibility**
- Livestream **interview** to promote your products.
- A **moderator** to manage the live chat.
- On-demand **consulting project**.
- **Scouting** of location and setup.
- A **host** for the online pop-up.
- **Lead generation** by uploading your event in lead-generator sites.



0.4 Consulting & Tailored Services.

Need Help? —

Do you need inspiration for carrying out a digital pop-up?

Leave it to us!

We will go through your needs and expectations and elaborate the best **livestream show** plan for you, end-to-end!

- Script
- Branding consultancy
- Online positioning
- Market research
- Audiovisual material
- & more!



0.5 Success Stories.

Dr. Noelia Gon's _____ Beauty Salon.

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Filling, defining,
harmonising, hydrating,
rejuvenating your lips...
Dr. Noelia Gon showed
us how she achieves that
juicy look and offered
viewers a **10% discount**.

Language: Spanish



Go—PopUp Live - Livestream shows.

You Clothes Bcn.

You Clothes Bcn commits to local production and employs women at risk of social exclusion.

The online pop-up enabled the brand to **promote its star products** with a detailed description.

Language: Spanish



Peto de pana color verde
45,00€



Peto de pana color tierra
45,00€



Peto negro forrado
45,00€



Mini falda tipo chanel
45,00€



Daniel Berdala.

This free workshop guided the viewers through an exciting and **creative journey through colours & music.**

Language: Spanish



Mary Kay.

Patricia de Esteban, expert in personal care, offered the attendees two gifts, a **free private consultation** and a **product gift** at the end of the consultation

Language: Spanish

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Newyou.



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The brand introduced six of their **new chocolate with probiotics products** before their launch in October 2020.

Newyou thought that a livestream show would be the **best way to showcase their products** before releasing them into the market.

Language: Spanish



Go—PopUp Live - Livestream shows.

& many more!

Language: Spanish, Italian, Portuguese, English



THERMOMIX



TAPP WATER



**SOPHIE
SPRINGER**



GUAYUSA



**THE ESPADRILLES
EXPERIENCE**



NOLANDS



**PM
INTERNATIONAL**



**ALANA
COMPANY**



BEESSWEET



**TENDI
FASHION**

0.6 Contact.

Contact —



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Thank you!



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