

**Go—
PopUp**
Live

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Go—PopUp Live
December | 2020



Welcome.

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**0.2 Livestream
Shopping Shows.**

0.3 Add-ons.

**0.4 Consulting
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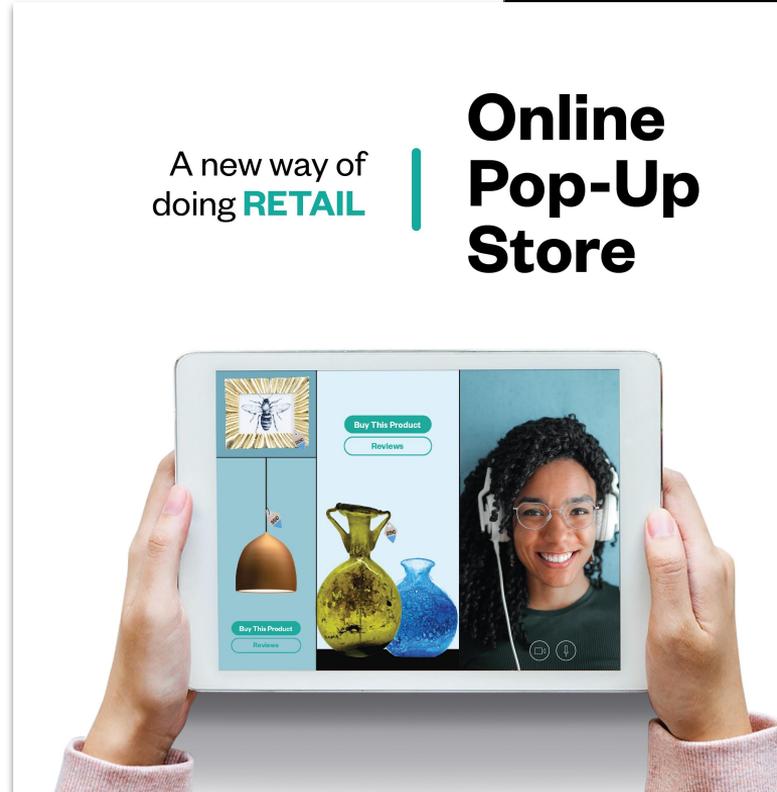
0.6 Contact.

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**.

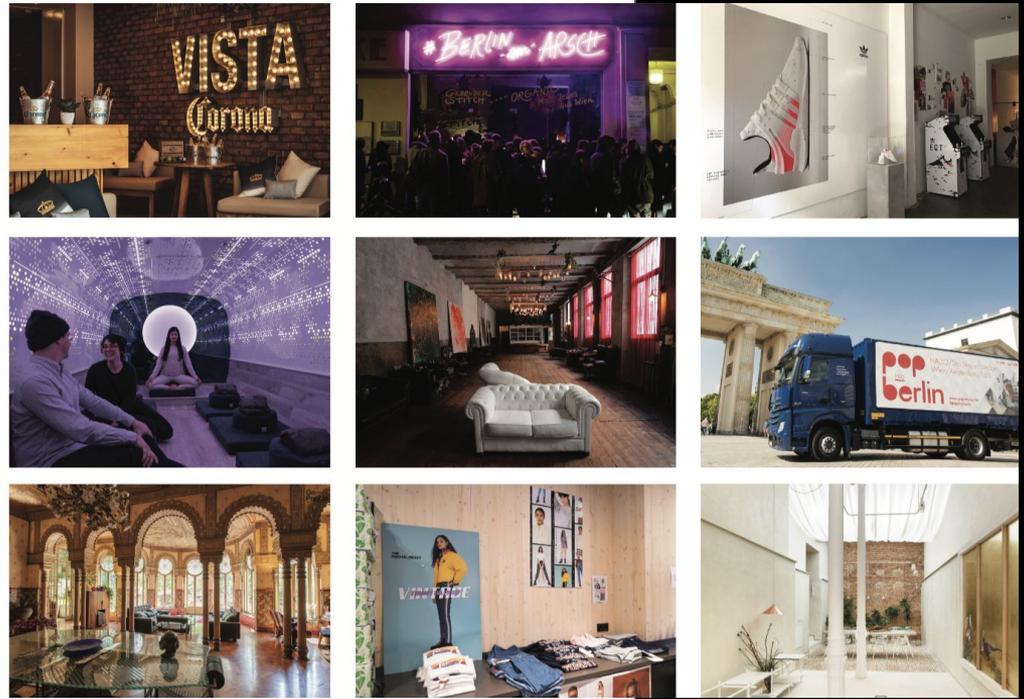


First Things First.

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

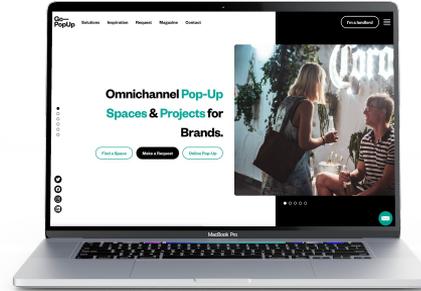


What Go—PopUp Live Offers.



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 **broader** 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!**



Go—
PopUp
Live

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.



Features.



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...



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:

Description Organization Payment

Brand name

Brand Logo
 Show the brand logo

Contact email

Brief description

Hashtags

Pop-Up Title

Contact Phone

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

Contracted services

No contracted 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

How does it work?

4. Set it up:

- Internet connexion
- Lighting
- Background
- 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</p> <p>100% pura italia- Bags</p> <p>Borse made in Italy</p>	 <p>10th of November, 2020 15:00h CET: Go—PopUp</p> <p>Livestream shopping demo</p> <p>Demonstration of Online Pop-Up, the new livestream shopping platform</p>	 <p>4th of November, 2020 19:30h CET: Clinica Estética Dra. Noelia Gon</p> <p>Los 10 secretos mejores guardados de la Toxina Botulinica</p> <p>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</p> <p>COMING SOON - SHOWROOM ONLINE</p> <p>Lanzamiento de la nueva tienda online y showroom en directo!</p>
 <p>15th of October, 2020 20:00h CEST: The Espadrilles Experience</p> <p>Introducing The Experience</p> <p>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</p> <p>Creatividad al poder! Descubre tus habilidades!</p> <p>Utilizando la creatividad descubrirás unas capacidades creativas para mejorar tu vida que no conocías</p>	 <p>14th of October, 2020 18:00h CET: Sophie Springer</p> <p>100% pura italia- Bags</p> <p>Unique handmade bags made in Italy.</p>	 <p>2nd of October, 2020 23:50h EDT: DeLuxe Lifestyle</p> <p>DeLuxe Lifestyle A Better Way To Shop</p> <p>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.



The screenshot shows a Facebook post from 'Maria Pitarch Brau'. The post text reads: 'Our brand invites you to this Online Pop-Up Store which will be held the day 24/04/2019 at 18h. We hope you enjoy the session! -Powered by Go—PopUp- #test'. Below the text is a video thumbnail showing a person holding a tablet displaying the 'Online Pop-Up' interface. The video is from 'DEV.GOPOPUP.COM'.



The screenshot shows a Twitter sharing interface. The text to be shared is: 'Our brand invites you to this Online Pop-Up Store which will be held the day 24/04/2019 at 18h. We hope you enjoy the session! -Powered by Go—PopUp- -Powered by Go—PopUp- https://dev.gopopup.com/en/online-popup/355ea2a68db32e16.69273637 #test via'. There is a 'Log In and Tweet' button and a text input field for 'Phone, email or username'.

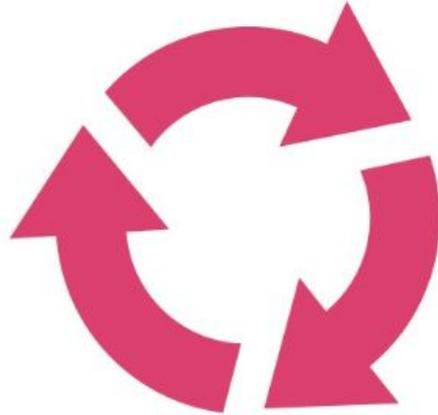


The screenshot shows a WhatsApp sharing interface. The text to be shared is: 'Test et convida a la seva Online Pop-Up Store Functionalities test que es celebrarà el proper dia 24/04 a les 16:00h. Esperem que gaudixis la sessió! -Powered by Go—PopUp- https://dev.gopopup.com/en/online-popup/355ea2a68db32e16.69273637'. There is a 'SEND' button.

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.

6. Get feedback.

Interpret the results.

5. Monetise your session.

Convince your audience.

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.

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



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



Go—
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Go—PopUp Live - Livestream shows.

Newyou.



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



& many more!

Language: Spanish, Italian, Portuguese, English



THERMOMIX



TAPP WATER



**SOPHIE
SPRINGER**



GUAYUSA



BEESSWEET



**THE ESPADRILLES
EXPERIENCE**



NOLANDS



**PM
INTERNATIONAL**



**ALANA
COMPANY**



**TENDI
FASHION**

0.6 Contact.

Contact —



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Thank you!