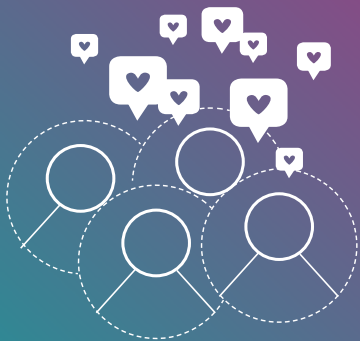


**Go—  
PopUp**  
**Live**

**How to  
promote your**



**Online  
Pop-Up**

*on social media*

## Promoting an event online is one of the most effective ways to drive traffic. How?

You should start by **using your social media accounts** to invite your fellow followers. But for the event to go beyond your usual followers, you should create some time of **engagement**.



Users of any platform love to be **entertained**, so the ideal strategy is to create an activity or challenge that **involves their participation** before the Live event and that later will be somehow rewarded.

**Take always into account the following:**

### SELECT A GOOD HASHTAG FOR YOUR EVENT.

The hashtag is one of the most critical parts. People will use it to find the content they like, or if you ask for any proactive activity from your followers, the hashtag will help you identify all the content produced. Pick something easy to remember and preferably not used (check Instagram first to be sure!). Try using your business name in your hashtag to make it easier for followers to connect with your brand and remember you. And don't forget to tag us **@shoplive\_app** and add **#shopliveapp**, so we can also share your content.

## LEAN ON OTHER INSTAGRAMMERS, FOLLOWERS OR FRIENDS.

Use the #challenge sticker and start naming someone specific.

<https://later.com/blog/instagram-stories-challenge-sticker/>



### SIMPLE INDICATIONS.

If you ask your followers to complete a task or do something before your Live event, it is better to use a simple explanation. We don't want it to be so complicated that people have a hard time thinking about what they could do.

**We want people to participate and be creative!**

### LAUNCH.

We suggest you launch your communication two weeks before the date of your event. Sharing again the information one week before the event and using a count down the day before.

00 : 00 : 00

## INTERACTION.

During the weeks before your Live event, **interact with the people** sharing your video or are leaving comments.

Leave **messages of support** and invite them to participate in the Live, reminding them how to do it!



### Are you running out of ideas?

Challenging your followers to do something can create a feeling of belonging, and often a simple, yet fun idea can **go viral**.

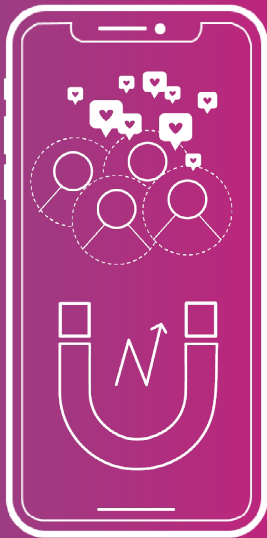
Remember, any challenge or activity must be somehow **related to your brand** to be successful.

For instance 

I am a beauty brand.

I can challenge my followers to paint their lips while their eyes are covered. I make the video myself, and I launch it on my channels. I explain the challenge, do it myself and create some **#hashtags** used during the challenge. The hashtags are connected to my brand name to create awareness.

During the video, I clearly explain:



- What the challenge consists on
- Which hashtags to use and to take into account
- When and where the Live event will take place
- To download the app and register for the event
- What they can win (reward) if they do the challenge and participate.

# LIVE!



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Do you need support in any of the steps?  
Or do you have some doubts about the event?  
Contact us at **help@gopopup.com** we will  
support you with any questions you might have!

**We are here for you!**