



Sysco[®]

POP UP SHOP

Go To Market Best Practices

Creative Ways to Advertise

- Your local neighbourhood app
- Flyers to be handed out with any deliveries or order pick up
- Outdoor Signage such as banner signs, sidewalk menu boards
- Door Hangers
- Email campaign to loyal customers: Email templates
 - Reward program members
 - Emailing your customer distribution list
- Radio ads
- Digital – tv, web, streaming services
(*Pandora, Spotify, Google Music*)
- Live page of participating locations
- SDV – small delivery vehicles – mobile advertising
 - Decal stickers on catering vehicles
 - Wraps
- **Google Maps Reviews**
(*apple maps has something similar*)
 - Update your business description to market that you are a participating location for Pop Up Shop. Pop Up Shop products can vary by location but will include essential commodities such as eggs, condiments, bread, toilet paper, etc.

Traditional Ways to Advertise

- Social media
 - Social media best practices can be found in the toolkit
 - Store hours to shop
 - Show daily products available and pricing on a live video or post
 - Create exclusivity and promote safety by making appointments
 - While supplies last
 - Seniors (certain hours)
 - Appointments for the general public
 - ◆ Use a scheduling tool to allow consumers to select their time slot
 - Boosted posts
- Mailer
- Flyer or post card
- Update your website

For more COVID-19 Tips:

**Contact your Sysco Marketing Associate
Visit www.sysco.ca/pop-up-shop**

©2020 All Rights Reserved. Sysco Corporation. 602095