



9 tips for promoting your Snap! Store.

Easy steps to get the most out of your spirit wear shop.

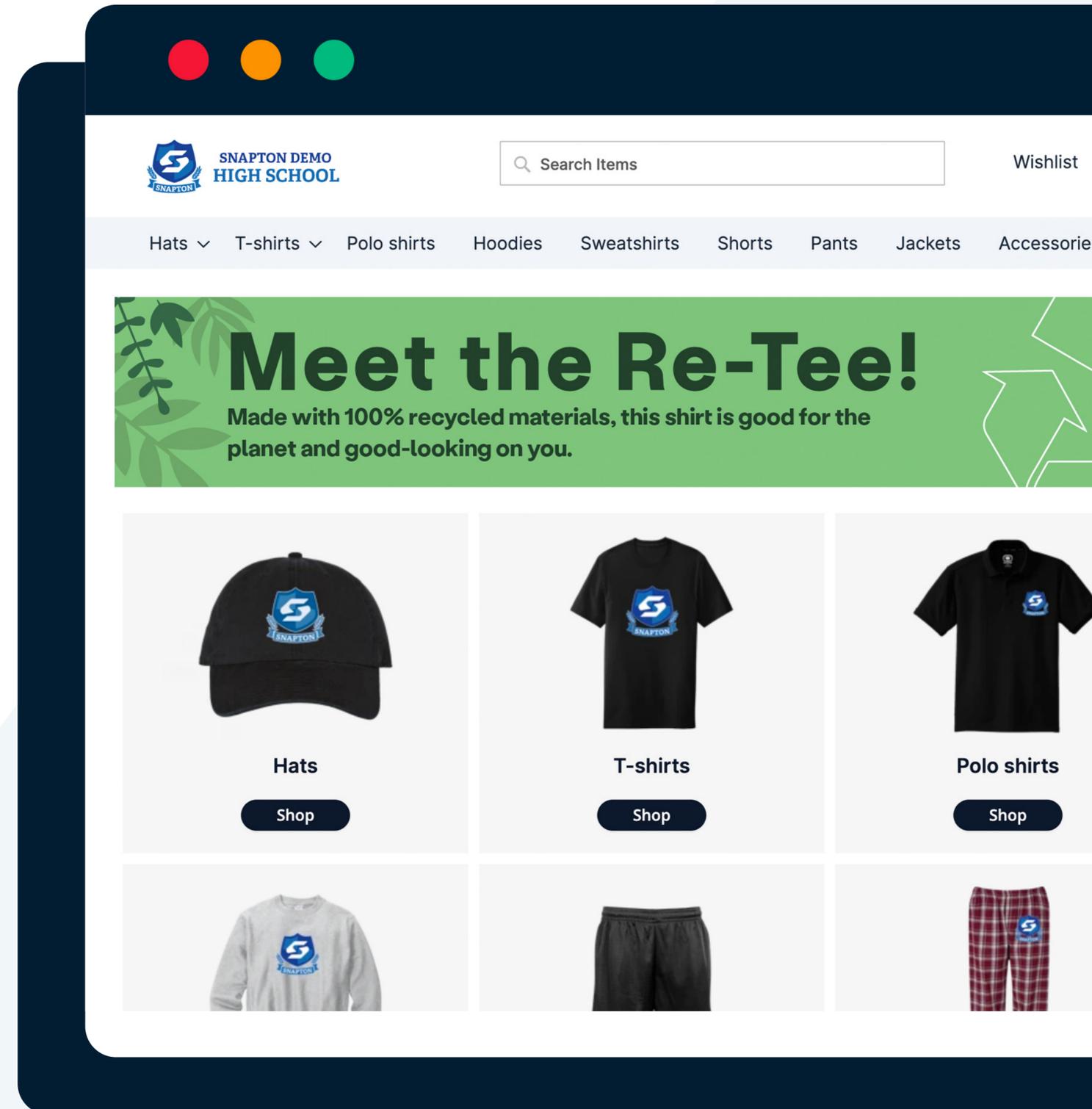


Congrats! Your store is live.

Now you can share the good news and start seeing results! With your group's unique Snap! Store link (e.g. www.mygroup.snap.store) your program and fans have access to purchase branded gear like never before.

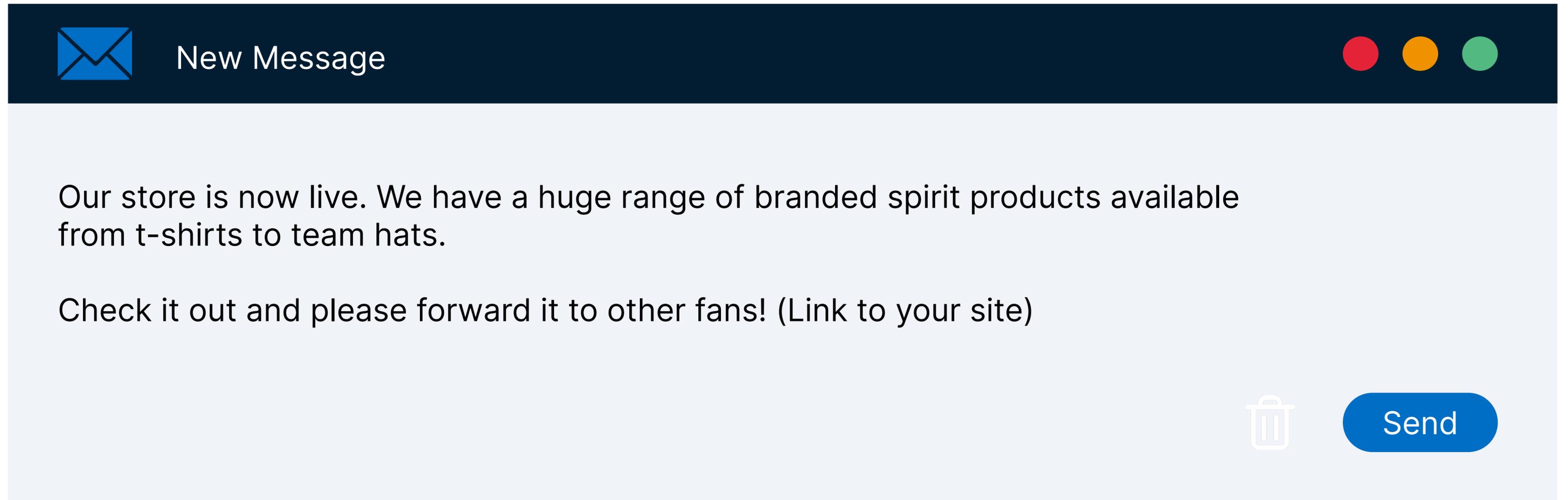
From email to text messages to flyers with QR codes, all you need to do is get the word out.

Here are 9 easy ways to promote your store.



1. Send an Announcement Email

It's simple but effective! **Here's an example you can send to your support network:**



2. Add Your Snap! Store Link to Your Emails

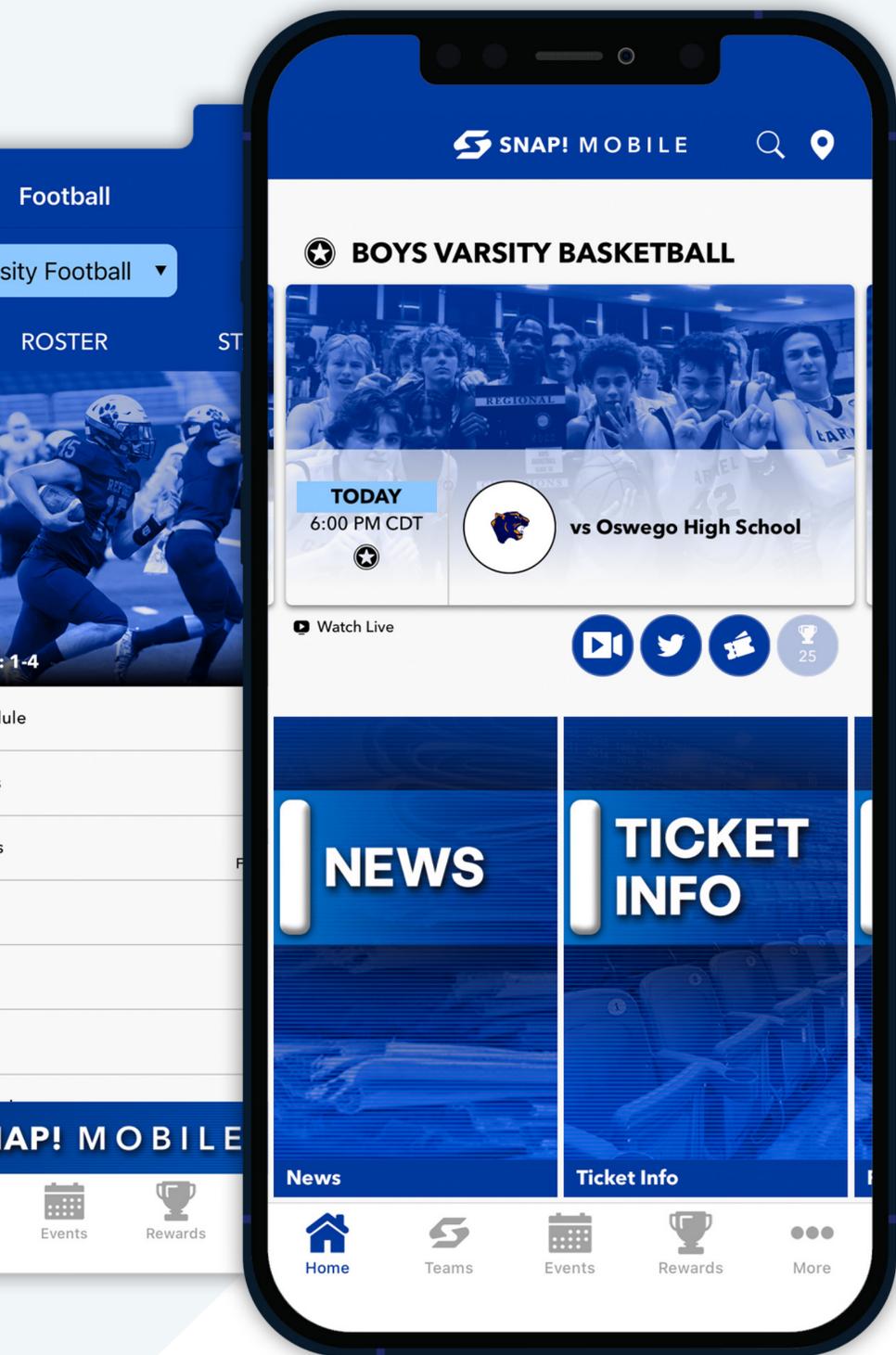
Every email you send is an opportunity to promote your store. Whether it's via your email signature or as a "PS...", add your link to ensure every email brings awareness to your new store.

- a. Have you seen our store?
(Link to your site)
- b. Get your branded gear!
(Link to your site)
- c. Support us AND get spirit gear!
(Link to your site)

3. SMS Text Message/ Slack/WhatsApp or Twitter

Does your program use SMS or other group message apps to communicate? Use your tool of choice to alert your group about the launch of your Snap! Store. Bonus points if your tool allows multiple reminder message scheduling or allows you to "pin" your message for visibility and easy retrieval! Example messages below:

- a. Our team store is now live!
(Link to your site)
- b. Get our spirit wear here!
(Link to your site)
- c. Show your support by purchasing quality, branded gear! (Link to your site)



4. Promote Through Your Team App

By using a one-stop shop mobile app for schools like FanX, you can send a simple message to connect with your fans and community.

“Our store is now live! We have a huge range of branded spirit products available from t-shirts to team hats. Check it out and please share it with your fellow fans! (Link to your site)”

Be sure to include your store link in a highlighted, pinned, or featured thread/channel. This makes it easier for your network to find the store when they decide to buy.

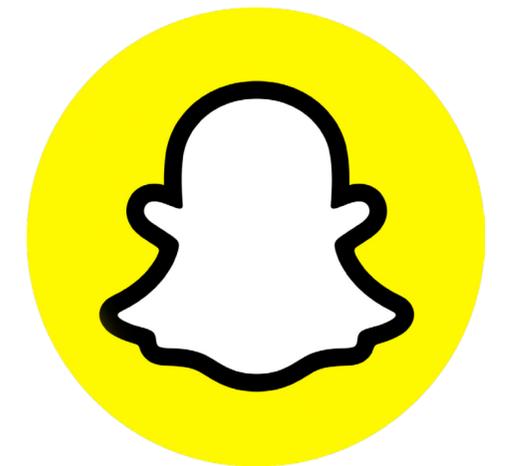


5. Utilize Facebook

Promote your store via your Facebook Page. It's as easy as simply posting a message! Facebook automatically replaces the link with your store logo, turning a simple post into a great promotion of your store on your page.

6. Promote Your Store via Snapchat

Take a picture of your branded Snap! Store gear and post the picture with your unique store link. You can attach the site link by clicking the Paperclip Icon and typing in the unique link to your store. Alternatively, you can post a message with a link to your store like the one below.



“Our store is now live. We have a huge range of branded spirit products available from t-shirts to team hats. Check it out and please share it with your fellow fans! (Link to your site)”



7. Promote Your Store via Instagram

Take a picture of your branded Snap! Store gear and post a caption that includes your store link. To ensure your supporters also have a clickable link, **make sure to paste it into your bio and add “clickable link in bio” to your post’s caption.**

8. Promote Your Store via YouTube Video Postings

If your group publishes videos to YouTube, promote your Snap! Store on those videos!

Recommendation 1: When you upload a video to your channel, simply update the description to include a message with a link to the store.

Recommendation 2: When you upload your video, you can add an end screen. This is the screen that stays visible when the video stops playing.

More information about end screens can be found [here](#). Your end screen can be a simple image that includes the Store URL and a message like “Visit Our Store (Insert your store link)”.

9. Promote on Your Group or School Page

Including a graphic or video promoting your new Snap! Store on your program or school's website is a surefire way to raise awareness amongst your supporters. You can even get your participants involved in the effort! **Here are four ideas to utilize your website:**

Update: A simple way to increase awareness is to add a link to your store on your program page or your school website (if you're affiliated with one).

Highlight: Feature an "Item of the Week" from your Snap! Store on your program or school website to attract new supporters.

Share: Include a video of you and your program promoting your store. Encourage your community to share the video if they are unable to purchase.

Incentivize: Promote a competition on your site rewarding the most creative social media post about your store.



Do you have another way you've found to promote your team store? Need help with more ideas or any technical issues?

Feel free to get in touch with us at customer.success@onsnap.com.