

PRO TIPS (EPISODE #5): PREPARING FOR A CHRISTMAS MARKET

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How to prepare your Christmas market?

For a designer, December is an important month. It's the time to make sales, but it's also the time to meet your customers at the Christmas markets! In order not to miss this opportunity, it's better to think ahead and get organized to be at the top of your game on D-day. How to prepare your Christmas market? In this video, Audrey gives you tips and advice on how to get organized and have a successful Christmas market! (And it works for other fairs too!).

1. Choosing your fair

First question: Is it worth it to go to the fair or the designer market where you want to sell your jewellery, without taking too much financial risk?

For this, we advise you to draw up a small provisional budget:

- In one column, estimate your expenses: travel costs, hotel, food costs, delivery costs of the goods if necessary, registration and renting of the place...
- In another column, try to determine the amount of your future sales. We know, it is not easy to project. You can ask the organizers the number of visitors to the show and the average basket to get an idea.

By aligning all your expenses and all your income, you will see if your participation in this show is to your advantage ... or not.

We can already hear you say "yes, but the show will help me get known". It's true, it's a good argument! However, you must not let your notoriety come at the expense of your finances. And as we know, the cost of participating in a trade show can rise very quickly. If the show



you've chosen to attend is going to hurt your compatibility, choose a smaller market.

2. Organize transportation

Before you go to the show, don't forget to organize the transportation of your goods:

- Wrap anything fragile to avoid breakage (we speak from experience, it's already happened to us!): use foam to avoid scratches, bubble wrap, newspaper, polystyrene packing particles or foam sheets to protect your products and wedge them effectively into a box. You can also use jewellery carrying cases and carrying cases designed for this purpose.
- Plan to restock your stock, you never know if the number of visitors explodes at the show. In addition, it would be a shame to pay for a show if you have no more products to sell. To anticipate, prepare packages that a trusted third party can send you if necessary.

3. Decorate your stand

Think about the decoration of your stand: a nice attractive stand will always bring you more people than a dull stand.

Displays, pompoms, candles, balloons, light garlands, pretty bags to wrap your creations... Set the scene with a decoration that recalls your creative world, the season, the theme of the market, the type of customers present at the show... You can also put forward a flagship or ultra-trendy product, which will inevitably attract people.

Be careful, however: it must be elegant, but it must remain sober: your creations should not disappear under an overloaded decoration.

4. Animate your stand

Once at the show, don't just sit back and watch! Don't forget to animate your stand by giving different appointments to visitors:

- Before the show, tell your community on Facebook and Instagram about our arrival.
- Bring in creative artists or hold creative workshops to entertain visitors.
- Organize raffles and contests to keep people coming and coming back to the booth.

There are many ways to attract people, you just have to find the right one!

5. Create a link

The first thing to do to create a bond is to smile. So put on your best smile and your best arguments, put forward your know-how to make yourself known and why not make a sale.

But that's not all! You have to try to make this connection last beyond the show. Using an iPad or a paper newsletter, try to collect your visitors' contact details by having them play games or enter draws.

Beware of the General Data Protection Regulation (GDPR). Without your visitor's consent (you know the little box to tick at the bottom of a document), you cannot use the data collected for commercial purposes.

Finally, provide flyers or business cards mentioning your name or brand, your contact information, the address of your website, your Facebook page or your Instagram page... Just so that you are not forgotten!

6. Thank your visitors

After the show, thank on social networks the people who came to see you: it's very simple but your customers and followers will be touched by this small gesture.

We also advise you to send a nice newsletter to simply say thank you, Ok you're going to tell us: "Oh my, a Newsletter? But how do we do that?" Don't panic! There are free marketing tools below 2000 contacts like [Sendinblue](#) or [Mailchimp](#) that can help you send your newsletters easily and quickly.

Also take advantage of this newsletter to give a new appointment on another stand, in another exhibition, on social networks or in your online store. The goal is to increase your community

7. Analyse the economic benefits



After the trade show, take stock: is it profitable for you to attend trade shows or is it better to focus on your online shop?

There is no secret to this: analyze the results. Compare the income and expenses, they must at least be balanced (if the income is higher than the expenses, it's even better!). Don't forget to take into account all the notoriety (which you can measure with tools like Google Analytics): Fifteen days after the show, are there more visits to your online store, more people on your Facebook or Instagram page? Is your brand more known as a result of the show? You will then see if it is appropriate for you to persist in this way!

