

F A I R E

Brand Success Checklist

Best practices to set you up for success on Faire



One time actions

If you have just gone live or you are auditing your performance to date, here is a list of best-practice, one-time actions to help set you up for success on Faire.

01 Shop optimization

- Ensure you are open to selling in as many markets/geos as possible
- Add your brand story and featured images/videos on your shop page
- Ensure you have low first order minimums (\$150 or lower is recommended)
- Ensure your lead times are accurate
- Add your brand values (e.g. eco-friendly or not on Amazon)
- Add any relevant identity tags (e.g. women-owned or LGBTQ+-owned)
- Allow selling to online-only retailers and social sellers if possible
- Turn on exclusivity, and choose the amount retailers must spend to unlock exclusivity in their immediate area
- Integrate with any relevant partners (e.g. Shopify)
- Ensure your logo and cover image are high resolution and correctly aligned

02 Faire Direct

- Upload your contacts (existing/lapsed customers, leads, prospects) to your Customers tab
- Send an email marketing campaign to your Faire Direct customers targeting sign ups and 0% commission orders
- Share your Faire Direct link across different channels (social media, email signature, marketing materials)
- Add the Faire Direct widget to your website, ensuring this is displayed on a relevant page

03 Catalog merchandising

- Ensure your entire catalog is listed on Faire
- Add upcoming collections as preorders
- Optimize product names and descriptions (incorporating trending search terms, at least 200 characters)
- Optimize product images and videos (at least 4 photos or videos for each listing)
- Add a number of Collections to merchandise your shop page
- Add product attributes
- Ensure your pricing is consistent across all channels

04 Marketing efforts

- Send targeted email marketing campaigns to customers you have uploaded, letting them know you are on Faire and any incentives you offer
- Run a shop-wide or product-specific promotion

05 Resources

- Refer to our [Help Center](#) for more information
- For customer support queries, contact our [Support team](#)

Ongoing actions

Now that you are set up, here is a list of ongoing best practices to boost your impressions and conversion rate, setting you up for sustained success on Faire.

01 Shop optimization

- Ensure you are open to selling in as many markets/geos as possible at all times
- Reduce your order minimums (\$150 or lower is recommended)
- Ensure your brand story, cover image, featured images/videos on your shop page are up to date

02 Faire Direct

- Regularly upload new contacts (existing/lapsed customers, leads, prospects) to your Customers tab
- Send regular marketing emails to your Faire Direct customers targeting sign ups and 0% commission orders, chasing any with expired/unused credit
- Continue to share your Faire Direct link across different channels

03 Fulfillment standards

- Accept orders as soon as possible ([download the Faire mobile app](#) to accept new orders on the go)
- Fulfill orders in a timely manner, ensuring lead times are accurate
- Respond to retailer messages in a timely manner

04 Catalog merchandising

- Regularly add new products to keep your shop fresh
- Ensure your entire catalog is listed on Faire
- Add upcoming collections as preorders
- Optimize product names and descriptions, focusing more on trending keywords and search terms
- Regularly update and test new Collections on your shop page
- Ensure your pricing is consistent across all channels

05 Marketing efforts

- Send consistent and targeted email marketing campaigns (3+ per month is recommended)
- Run shop-wide or product-specific promotions
- Email and message customers for reviews after fulfilling orders

06 Resources

- Refer to our [Help Center](#) for more information
- For customer support queries, contact our Support team
- Track your [Analytics](#) regularly