

Chad Ian Lieberman on Pop-Up Businesses in New York

The popup phenomenon is coming back from the sixties to dominate the future

ASTORIA, NY, USA, January 3, 2016 /EINPresswire.com/ -- Today Internet marketer, top business mind and technology lover [Chad Lieberman](#) recently organized a meet-up for technology experts and technology enthusiasts to discuss future technologies and their impact on different industries and modes of business.

"An emerging trend today is the pop-up business model. These are companies which are constituted from scratch to tackle one project a time, disbanding on successful completion of the project," he began.

Mr. [Chad Ian Lieberman](#) explained that such companies usually assemble teams, rent out office space to work from for the duration of the project and work hard to meet the deadlines and requirements of each project. When that is over, they will disband and move to other projects where their expertise is needed.

He explained that for a business to be considered pop-up, there are certain criteria it must satisfy. They should:

- be set up in empty or underutilized spaces
- have clear timelines with set start and finish dates
- not aim to be permanent
- be designed as to be removed easily/demountable
- be exclusive, distinct and special in some way

"Popups are not a new phenomenon, they are traceable back to the 1960s and even earlier. They began when artists would move from town to town looking for spaces to exhibit their works, create studios and stage shows while they were somewhere."

While popups are created to be temporary, frequently they settle down to permanence over time, according to Mr. Chad Lieberman. They reuse the town's old buildings and unclaimed spaces to set up a business that fulfills a specific market need, moving on when that need has been met.

"These are typically very creative businesses since they have to make the most of an unsuitable space, but the popup culture is becoming more mainstream with the passage of time. For instance, the Restart in New Zealand was established as a popup shopping mall following an earthquake which flattened the existing shops at the time."

In conclusion, he gave three examples of market segments where popup businesses are applicable which are Christmas markets, Halloween shops and firework stores, which are limited to the periods of their respective holidays.

About Chad Ian Lieberman – New York

Chad Lieberman, 6W Website Marketing Coach, brings more than 15 years of online web-site publishing experience. Early in his career, he was a business reporter, covering health care, technology and other industries.

Since 1998, Chad Ian Lieberman has shaped Internet strategies for hundreds of businesses, including FedEx. He speaks at national conferences, including the American Marketing Association, Content Marketing World and Search Engine Strategies.

Chad Lieberman, who has led SEO studies, writes extensively about online marketing for WebPros and Internet Media Connection. He will present half-day SEO workshop as part of Content Marketing World in 2016.

6WSEO was started over 9 years ago, and it boasts a cumulative experience in easy and cost effective search engine marketing services, including search engine optimization, affiliate marketing, online reputation management, linking and PPC management to help businesses of all kinds remain competitive and increase their visibility on the major portals and search engines.

Development of its services aims to suit a variety of business needs, with bespoke packages for special needs of each client. They provide the comprehensive search engine marketing solution, from strategic consultation to in-depth reporting systems in the US, Canada, France, UK and many other countries. Learn more at <http://www.6wim.com>

Tina Goodstein
6W SEO - Chad Lieberman
212-670-4456
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

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