

PROMOTIONAL GUIDELINES

FOR YOUR EVENT

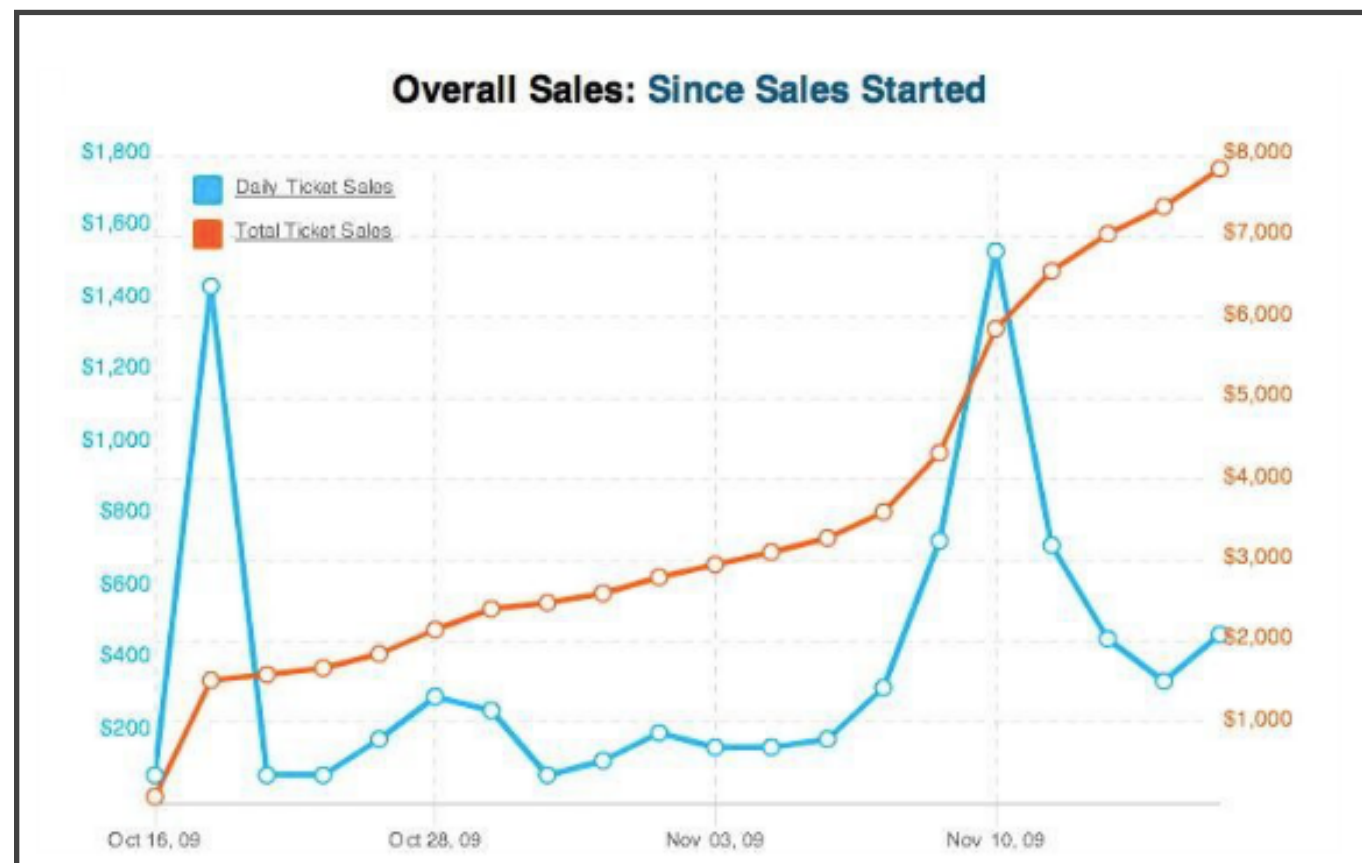
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Introduction

Eventbrite data shows that there are naturally two spikes in the ticketing lifecycle. If an event goes on sale 6 weeks ahead of time, it's common to see a spike when tickets first go on sale, and then again the week that the event takes place.

If you've ever hosted an event before, you know this is true because, well, people loooove to procrastinate and wait until the last minute to make their purchase. Knowing that there is a natural lull in between the time that tickets go on sale and the week of the event, there are a few steps you can take to beat (and conquer) the natural dip in the ticketing lifecycle.



1. Identifying Allies

While you might feel like a one-person army, it can make a world of difference to divvy up promoting the event between a larger group. If you are planning a larger event (like a gala or conference), consider creating a host committee. Ask each committee member to commit to selling a certain number of tickets — or turn it into a race and see who can sell X number of tickets the fastest.

If you're planning a smaller event (like a class, a networking event, or a smaller social event), consider reaching out to community partners. Community partners are people or organizations who have a similar, but not identical reach. A popular arrangement with community partners is offering a discount for members of a group in exchange for plugging your event in an email or social media post. Be sure to set up tracking links if you're utilizing a host committee or community partners.



2. Promotional Calendar

Begin to think about all of the promotional channels you will use to promote your event. Create a calendar that lists all of these activities in one place. Include the marketing channel, owner, additional stakeholders, and the date.

Use a Google calendar or spreadsheet and share it publicly with your team and hold everyone accountable. Then, go back and look for holes in your promotional calendar. Are you utilizing email, social media, and partners to their full capacity?



3. Social Media & Email Promotions

In many cases, organizers send out an email right when tickets go on sale, and again the week before the event takes place. The same goes for social media promotions — there is a spike in tweets and posts right when tickets first go on sale, and again when sales are coming to a close.

Now that you know weeks 2-5 are often pretty quiet, time your email and social media efforts to take place during that time. Planning a contest or promotion? Thinking about offering a flash sale or discount? Time your heaviest pushes during the time you know ticket sales are the slowest. ***PRO TIP:** Use the social media templates we provided to create custom promotional graphics.


OPTION 1

How to Use This Template:

- 1) Write your own title.
- 2) Right click the image and select "Save as Picture."
- 3) Post the image file to social.

TIP: If you plan to post to Facebook, include a text caption and link to your content too!

All the photos used in this template are photos that can be used in a public domain.



Title of Content You're Sharing Goes Here

4. Incentivizing Early Purchasers

Consider offering tiered ticketing prices in order to convince attendees to commit earlier. By offering ticketing at different price levels based on the time of purchase, people who might be on the fence about attending can be motivated to purchase if they know they'll be saving money.

For example, by pricing Early Bird tickets at \$50, General Admission at \$60 and tickets purchased the day of the event at \$75, people are more likely to purchase a ticket when the cost is lower. By selling more tickets in advance, you won't be in such a panic the week of the event or worry that you won't sell enough tickets!



5. Tracking Links

Tracking links are by and large the most efficient (and easiest) way to understand what marketing efforts are working and which ones are not. You can set up tracking links for each channel that you're using to promote your event in a matter of seconds.

Tracking links can be set up through a registration platform like Eventbrite or through web analytic tools like Google Analytics. [This article will walk you through how to set up tracking links](#). Once you've created your links, be sure to provide all partners or host committee members with their appropriate link that they can use when getting the word out about your event. Then, you can review your event reporting and see which link is generating the most amount of clicks and if any of the clicks have converted into sales.

