
EVENT ‘SMARKETING’

7 Tips to Optimize Event Promotions

Managing your marketing promotions effectively is easy. It just takes some extra focus and attention. Make sure to leverage these tips and you’ll be well on your way to becoming a “Smarketer” and selling out your events.

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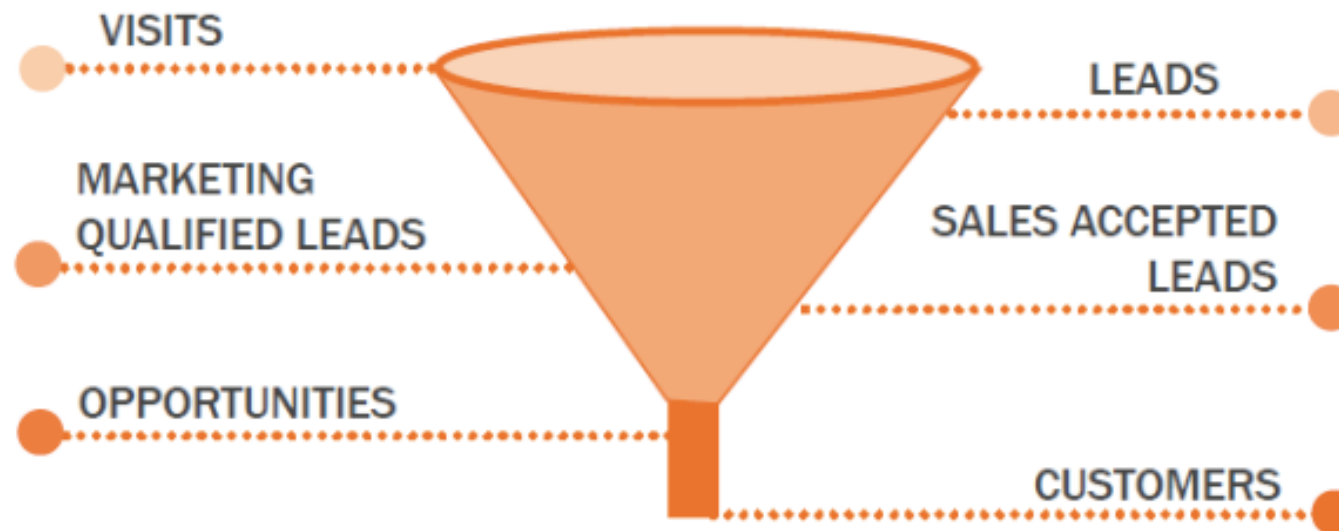
1. Tracking Links

If you're not tracking your marketing efforts, you'll be blind to the effectiveness of your promotions and unable to determine which ones are driving success. You should be using unique tracking links for every marketing channel that's being leveraged to promote your event — email, social media, display, blog posts — the list goes on.

Tracking links build the foundation of understanding what marketing channels are working and which one's are not, giving you the data needed to know where you should be investing your resources and where you should not. If you use Eventbrite or HubSpot, you can create unique tracking links for every marketing channel. This will enable you to track how much traffic was driven, how many tickets were sold and how much revenue has been generated through every marketing channel. If the revenue for a channel is lower than your cost, then you may want re-consider your investment.



2. Tracking Funnel Stages



Now that you have tracking links set up for all of your promotional channels, it's important to determine what stage of the funnel your event registrants are in. Are the majority of them customers? Strangers? Leads but not customers? Tailor your event communications and content accordingly and inform your sales team so they are prepared if they end up calling one of them. (***PRO TIP:*** HubSpot customers can use [Smart Content](#) to personalize messaging according to what stage of the funnel a person is in.)

Your funnel may be extremely different than the one pictured above, but the concept is the same: understand what stage your registrants are in, and how your marketing efforts around the event have helped move people through the funnel.

3. A Holistic View of ROI

Make sure to consider all of the resources that are going into the execution of your various marketing campaigns and beware of unseen costs.

Display ads, for example, generally require more than just paying for the placement. The design work and effort put in from your marketing team to develop the copy and messaging is also a “cost” you should consider when measuring the performance of your promotional channels.

By looking at all costs associated with event promotion, you can get a real idea as to the cost of each ticket sold.



4. Collecting Attendee Data

The registration process is a great time to collect information from your attendees that will help you optimize your existing and future sales and marketing efforts. Understanding attendee demographics, the social networks they use, their occupations, their interests, and even their food preferences is extremely insightful and can help you have a better event.

If you use Eventbrite or [HubSpot](#) for event registration, you can create custom questions to add to the registration page. You'll even have access to a nifty geographical chart that will tell you where your attendees are coming from!

Create a new question

Question: What is your t-shirt size?

Question type: Dropdown [Disable choice limit](#)

Options available:		Quantity	Orders
1.	Small	0	0 / 0 X
2.	Medium	0	0 / 0 X
3.	Large	0	0 / 0 X

[+ Add another choice](#)

Conditional questions: ☐ Surface a secondary question based on answers to this question

Optional settings: ☐ Show this question for specific ticket types
☐ Show the attendee answer to this question on the order confirmation

Save **Cancel**

5. Plan & Goal Alignment

If you have a registration goal you're trying to hit, you need to make sure you're set up for success. Outline all of the campaigns you have planned, and based off of your conversion funnel for each channel, you should be able to set a goal for how many registrations each channel or campaign will drive.

If the sum of the goals for each channel isn't equal to your total registration goal, then you need to add some campaigns. This could be as simple as adding in an extra email to your database, or starting a new social media advertising campaign. Make sure you have been aligning your campaigns with your goals from the beginning. If you haven't been, there's no time like the present!



6. Monitoring Your Campaigns

Even if you use unique tracking links for all of your marketing channels and are collecting insightful attendee data and building a comprehensive marketing plan, you won't know what's working if you're not paying attention.

Eventbrite has studied the correlation between organizer behavior and ticket sales and what they've seen is that those who log into their event reports daily are 75% more likely to reach their goal. So, it's simple: Monitor your campaigns and registration sales often so that you can adjust and optimize on the fly!



7. Being Flexible

Your promotional plan shouldn't be a concrete, non-adjustable document. As you regularly monitor your campaigns, you're inevitably going to want to adjust your marketing strategy by doubling down on channels that are performing well and canceling channels that are not performing well.

Make sure you can act fast and make the necessary changes before it's too late. Update your promotional calendar so that it's reflective of your updated plans. Then you'll find that you have a successful blueprint to follow for your next event!

