Marketing & Growth Tools

by

ticmint

Marketing & Growth

Ticmint offers powerful marketing tools to help you maximise your reach, track performance, and boost revenue. From targeted email campaigns to advanced analytics and revenue-generating features, our platform ensures seamless event promotion and audience engagement.

Tracking & Analytics

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- **Google Analytics Integration:** Gain deep insights into visitor behaviour, track conversions, and optimise marketing efforts with seamless Google Analytics integration.

- **Meta Pixel Integration:** Retarget visitors and maximise ad performance by tracking user interactions with Meta Pixel, improving audience targeting and campaign effectiveness.
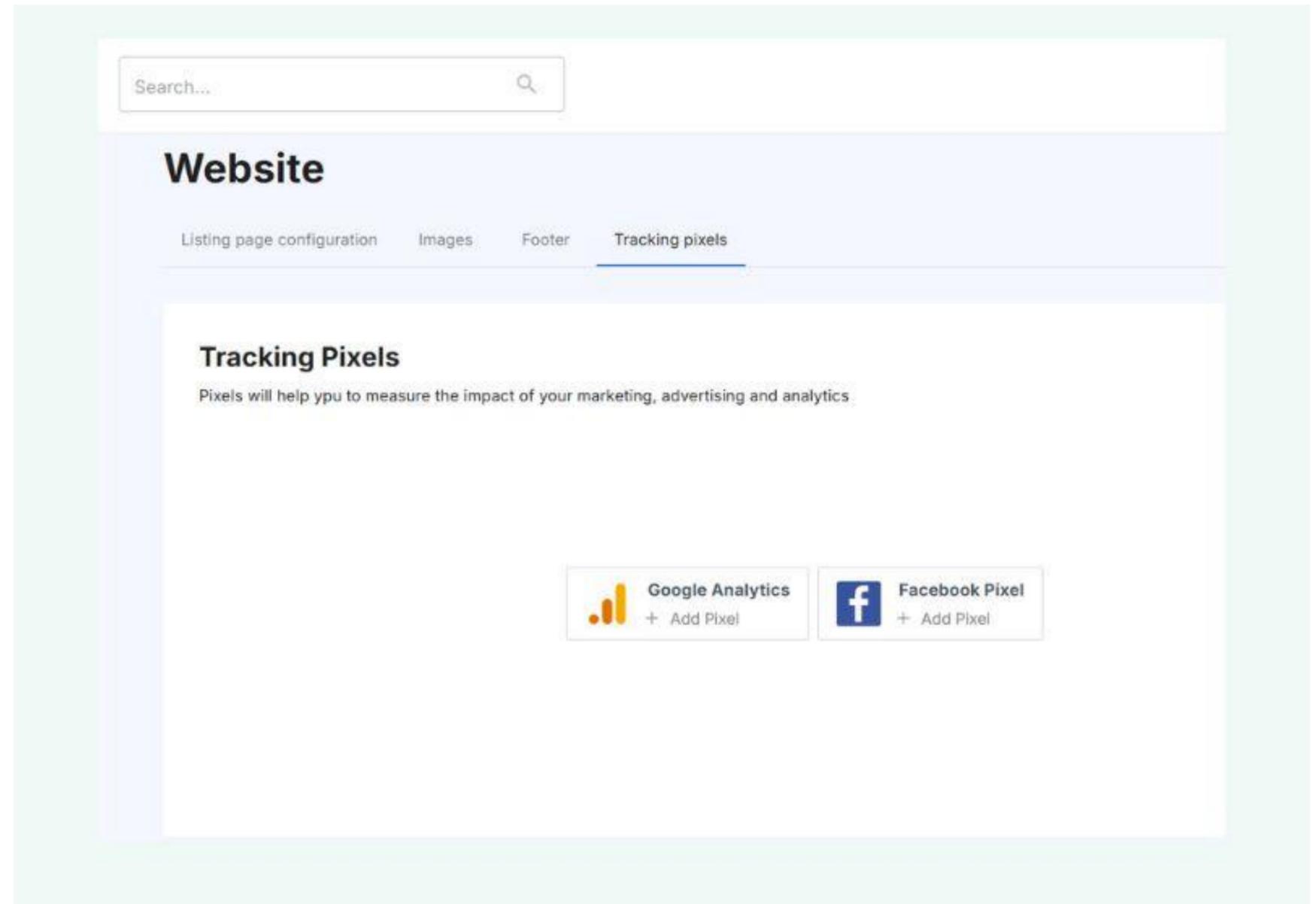
Marketing Tools

Email Marketing

Engage your audience with personalised email campaigns, ensuring high deliverability and impactful messaging to drive conversions.

- **Import Client Database:** Upload past attendees and ticket buyers.
- **Pre-Registration Database:** Reach out to potential attendees early.
- **Cart Abandonment Recovery:** Remind users to complete their ticket purchase.
- **Feedback Emails** *(Post-Event)* – Collect valuable attendee feedback after the event.
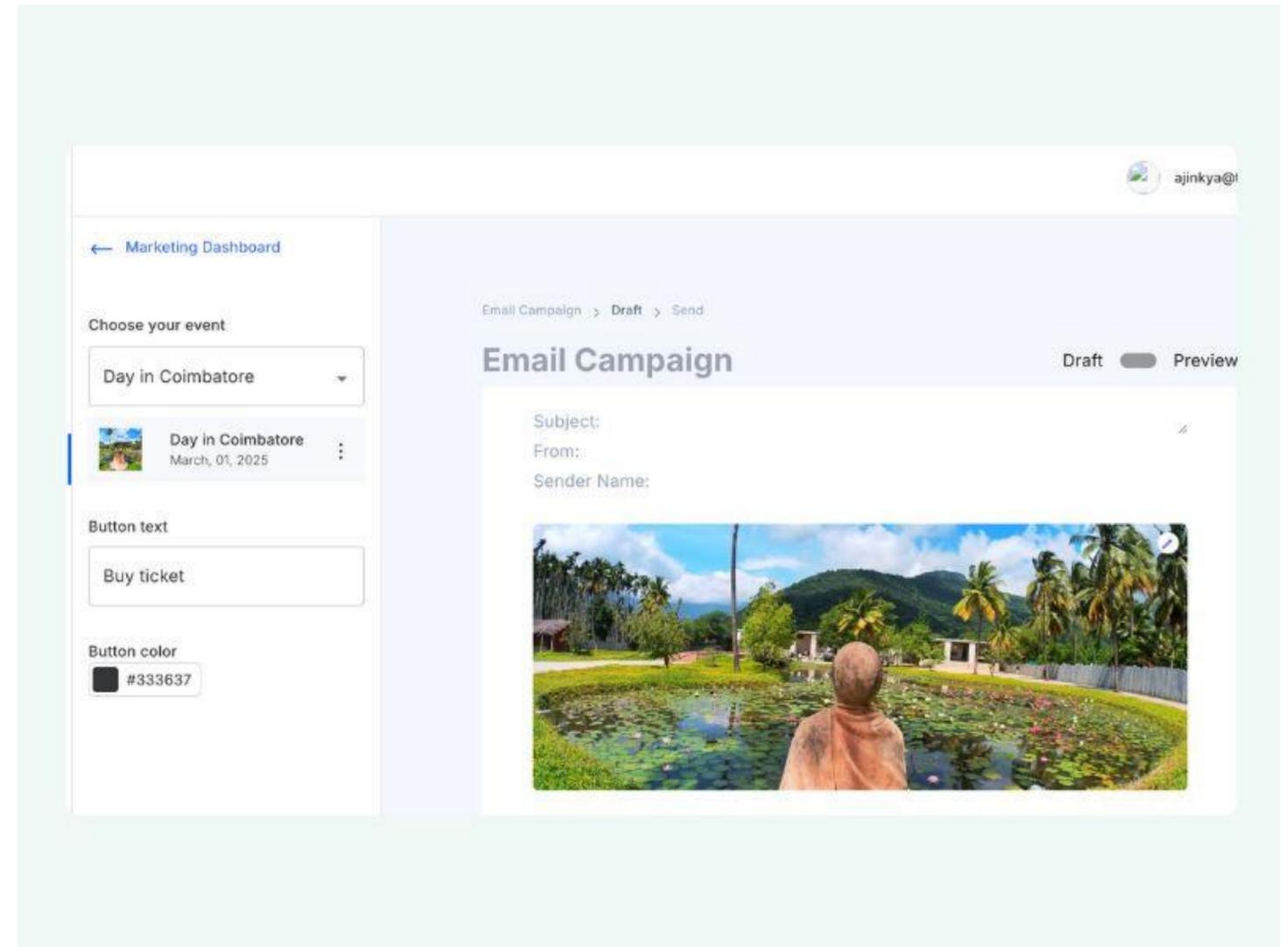
WhatsApp Marketing

Connect with customers instantly via WhatsApp, leveraging automated messages and promotional campaigns to boost engagement and sales.

- **Promotional Ticket Sales:** Reach your existing client database directly.
- **Abandoned Cart Recovery**: Send reminders to users who didn't complete their booking.
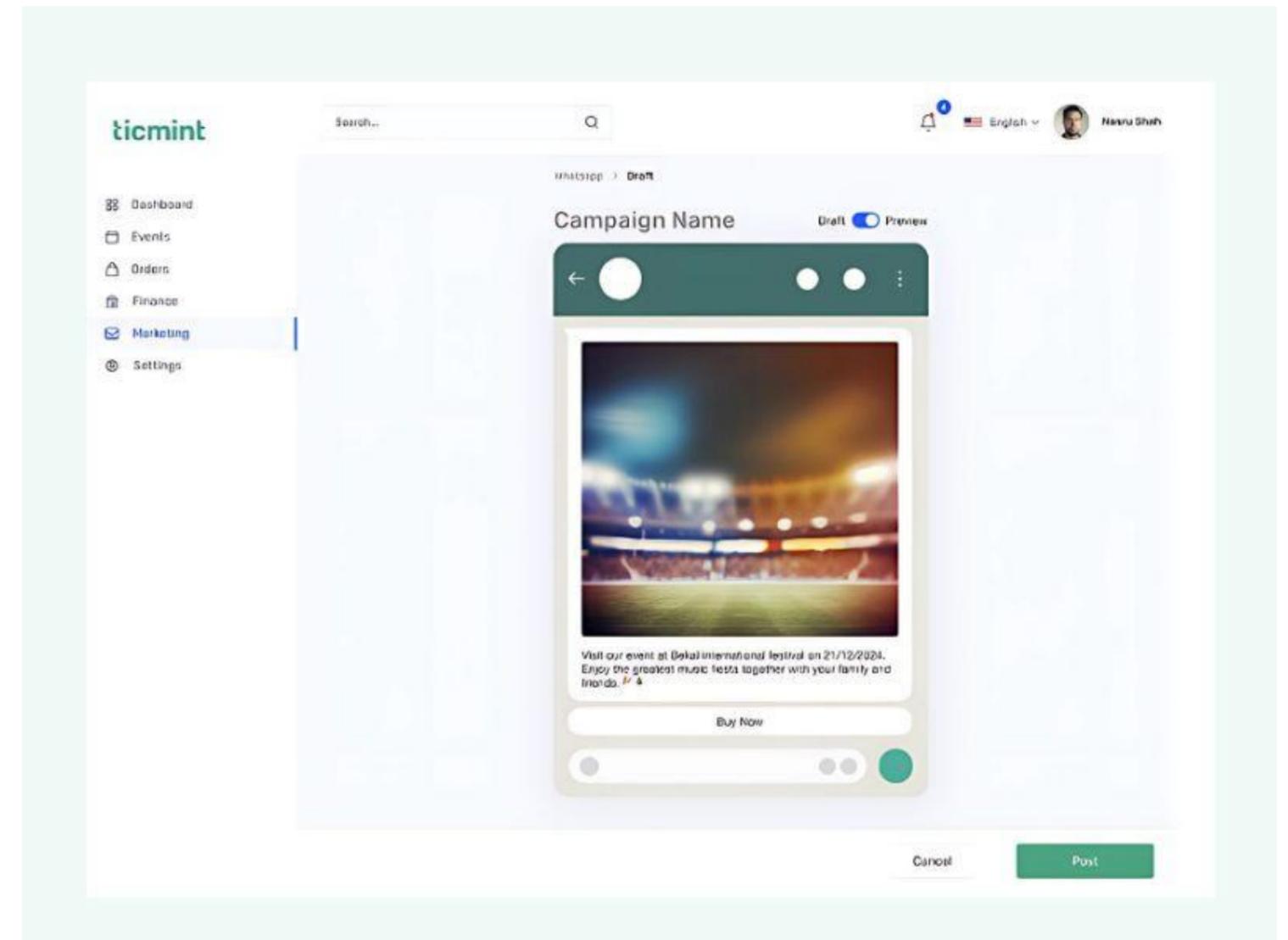
Affiliate Marketing

- ○ Enable partners and influencers to promote your event and earn commissions.
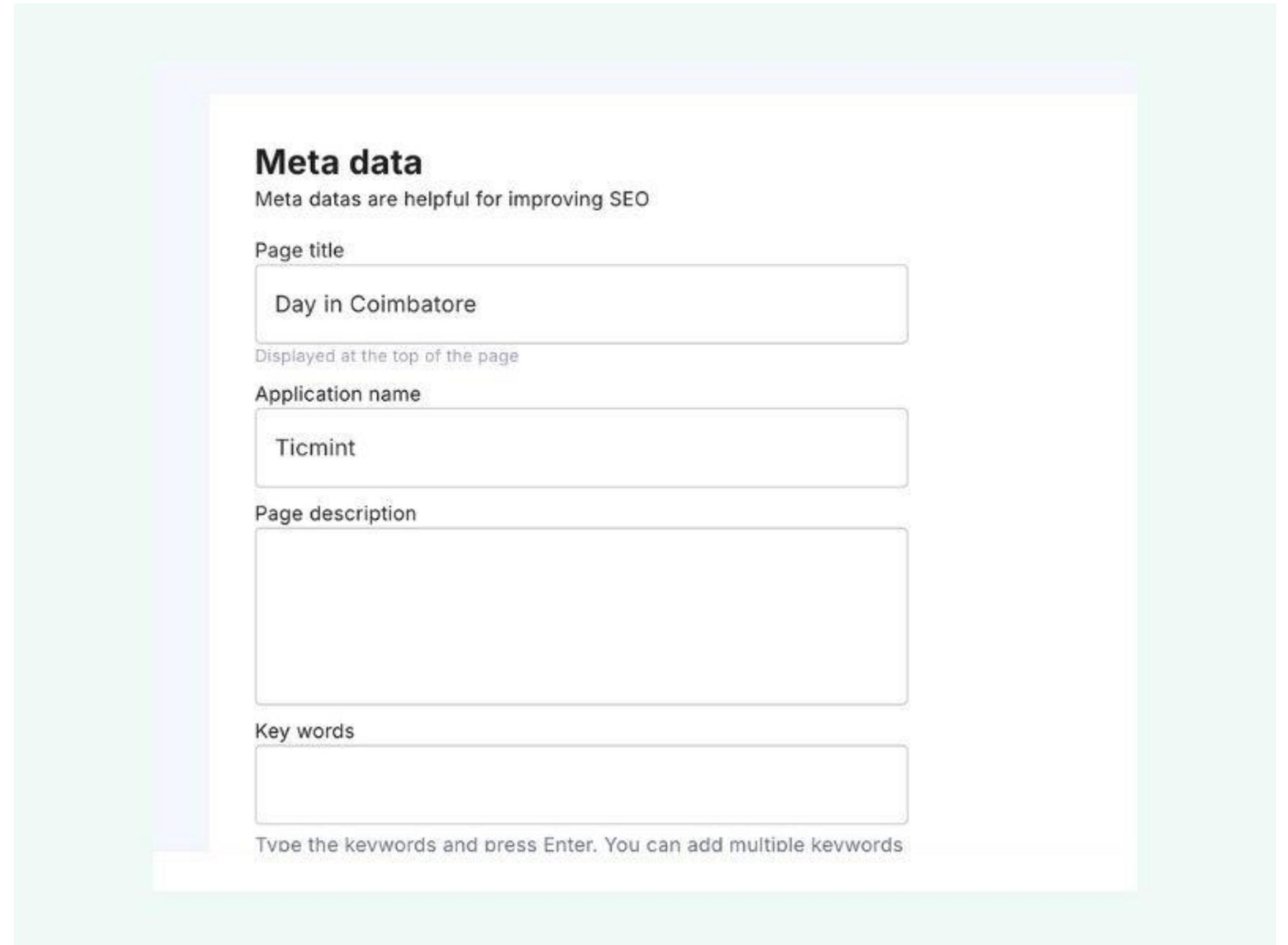- ○ Drive more ticket sales with performance-based affiliate programs.

SEO Meta Inputs

- Improve your event page visibility with SEO-friendly meta tags.
- Ensure sub-domains are added to Google Search Console to enhance discoverability.

Revenue Boosting Tools

Revenue Boosting Tools

- **Add-Ons & Merchandise:** Boost revenue by seamlessly offering premium upgrades, event-related merchandise, and exclusive goodies at checkout.

- **Discounts & Coupon Codes:** Run limited-time promotions and offer exclusive discount codes to attract new customers and boost ticket sales.

- **Memberships:** Build a loyal community with exclusive memberships, offering recurring benefits, priority access, and special discounts.
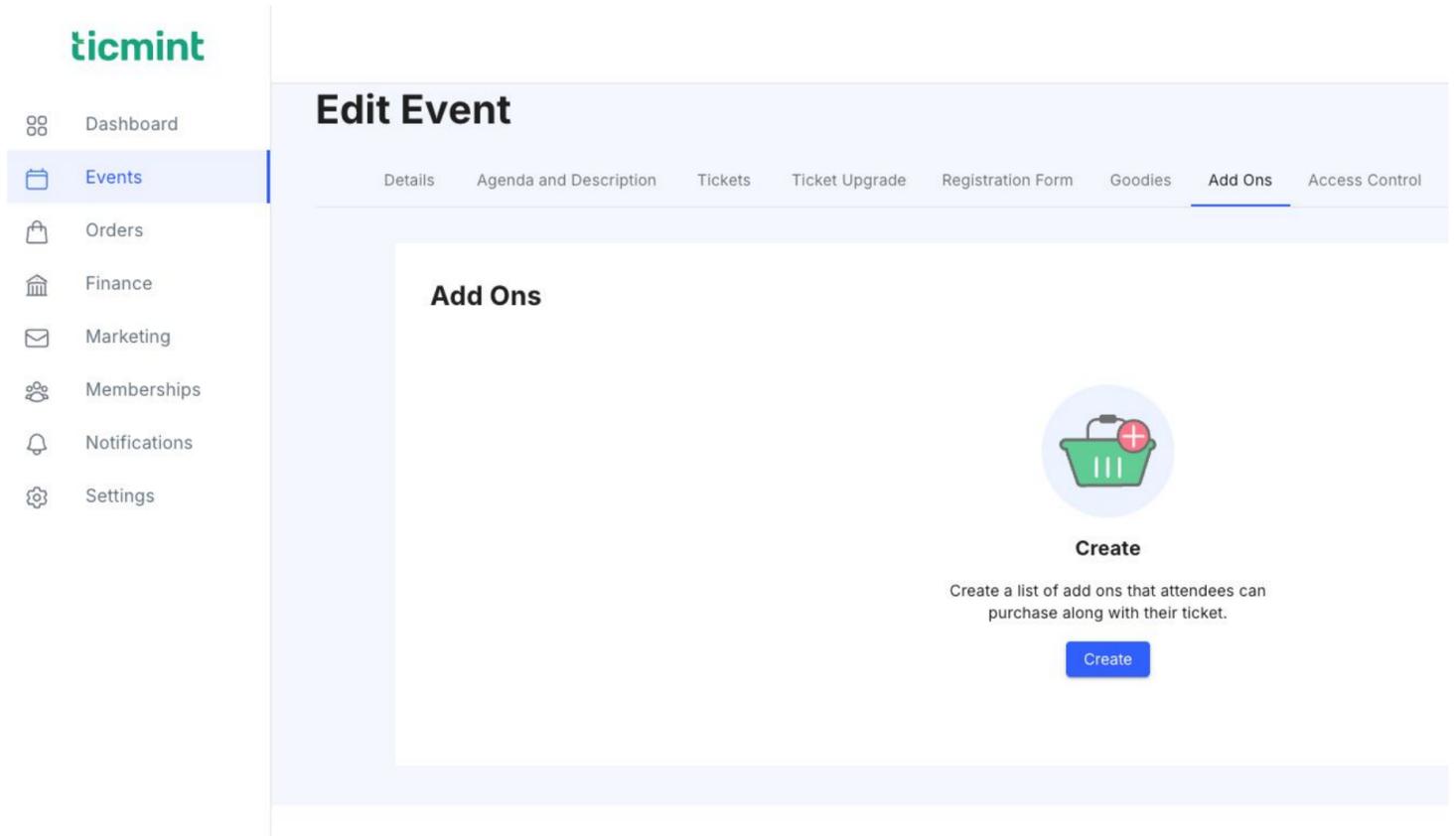
Communication

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- **Pre-registration:**
  - Capture attendee details (name, email, phone number & more) before the event.
  - Build a high-quality database for future marketing.
- **Email: Add-on** *(Subscription-based)*
  - **Authentication Emails** (Free) – Verify attendee details securely.
  - **Ticket & Invoice Delivery** (Free) – Send digital tickets and invoices automatically.
  - **Event Reminders** – Notify attendees about upcoming events.
  - **Post-Event Feedback Requests** – Gather insights to improve future events
- **WhatsApp: Add-on** (Credit-based)
  - **Authentication Messages** (Free) – Ensure secure attendee verification.
  - **Ticket Delivery** (Free) – Instantly send tickets via WhatsApp.
  - **Event Reminders** – Keep attendees updated with key event details.
  - **Post-Event Feedback Requests** – Get real-time attendee insights.

Using the **Workflow feature**, you can create multiple custom user journey triggers and communications.
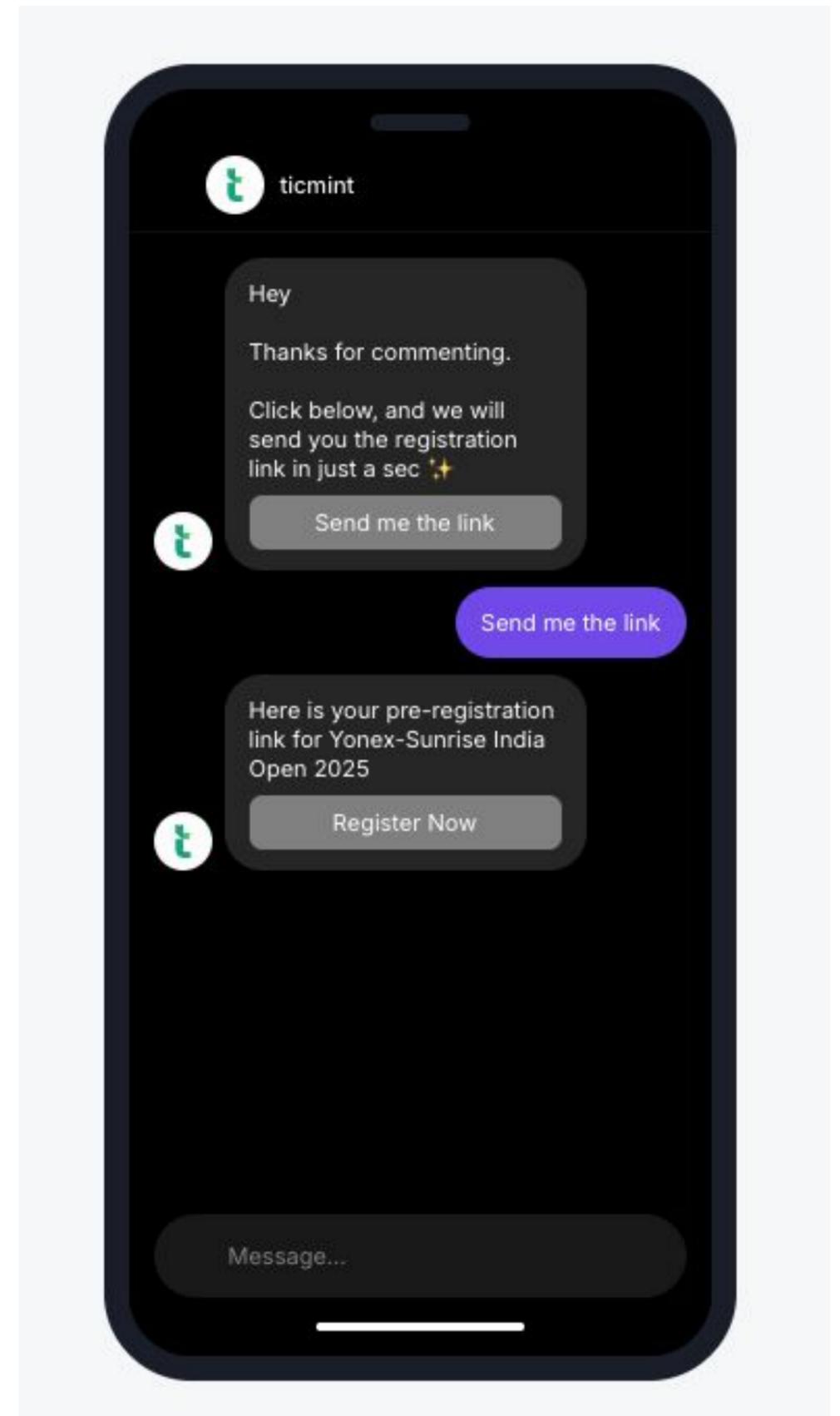
Integrations

Integrations *(Instagram)*

Seamlessly enhance your event marketing with **Instagram** setup and **chat marketing**, enabling automated engagement and real-time customer interactions.

- **Automated Lead Capture & Engagement:** Convert **Instagram DMs**, comments, and story mentions into real-time conversations, capturing leads effortlessly.
- **Instant Responses & 24/7 Support**: Auto-reply to FAQs, event inquiries, and ticket requests, ensuring quick engagement and improved customer experience.
- **Seamless Ticket Sales via DM:** Allow users to book and purchase tickets directly through automated chat flows, reducing friction and boosting conversions.

Thank You