

# Marketing & Growth Tools

by

**licmint**



## **Marketing & Growth**

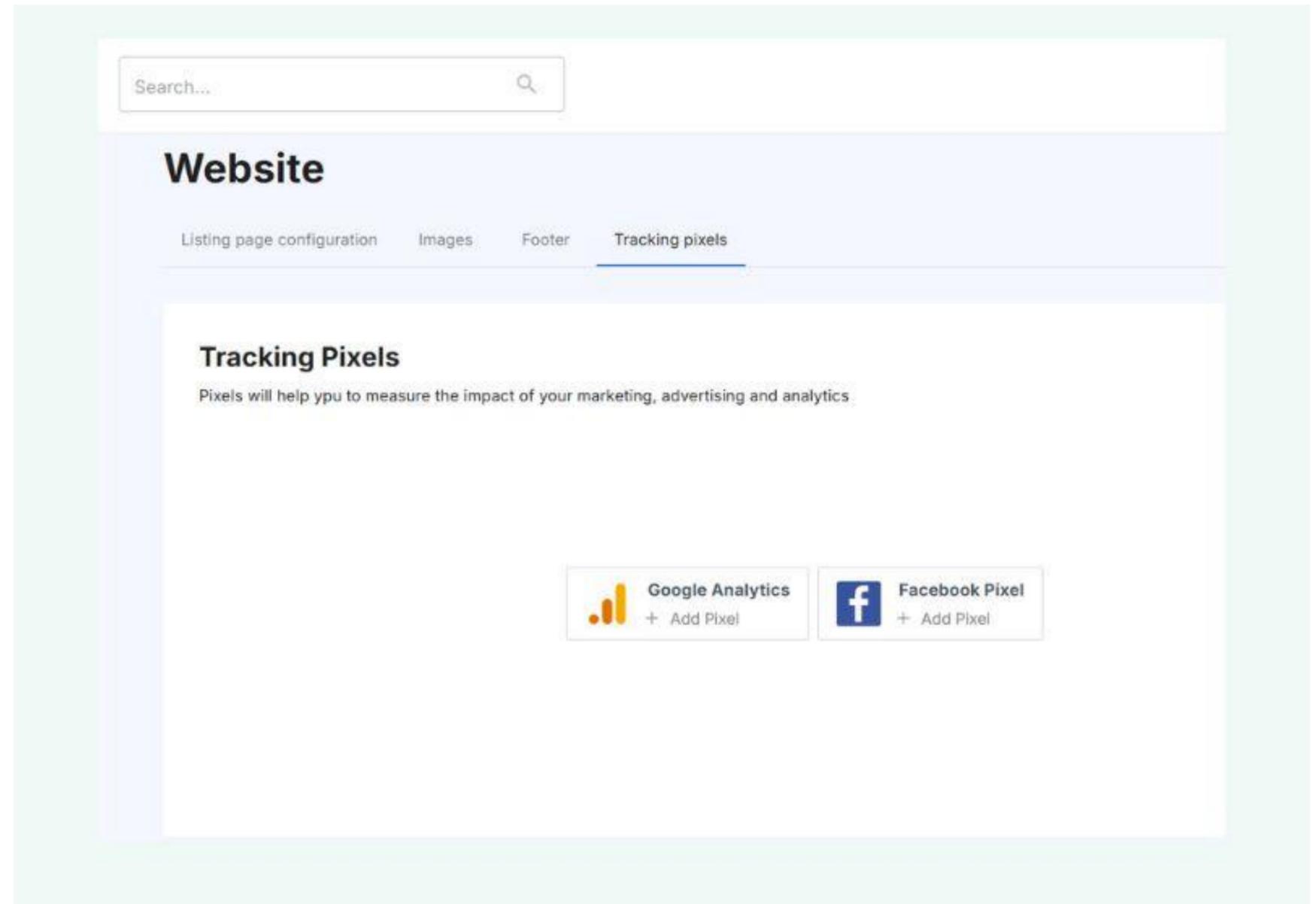
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**Ticmint offers powerful marketing tools to help you maximise your reach, track performance, and boost revenue. From targeted email campaigns to advanced analytics and revenue-generating features, our platform ensures seamless event promotion and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

# Tracking & Analytics

# Tracking & Analytics

- **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.

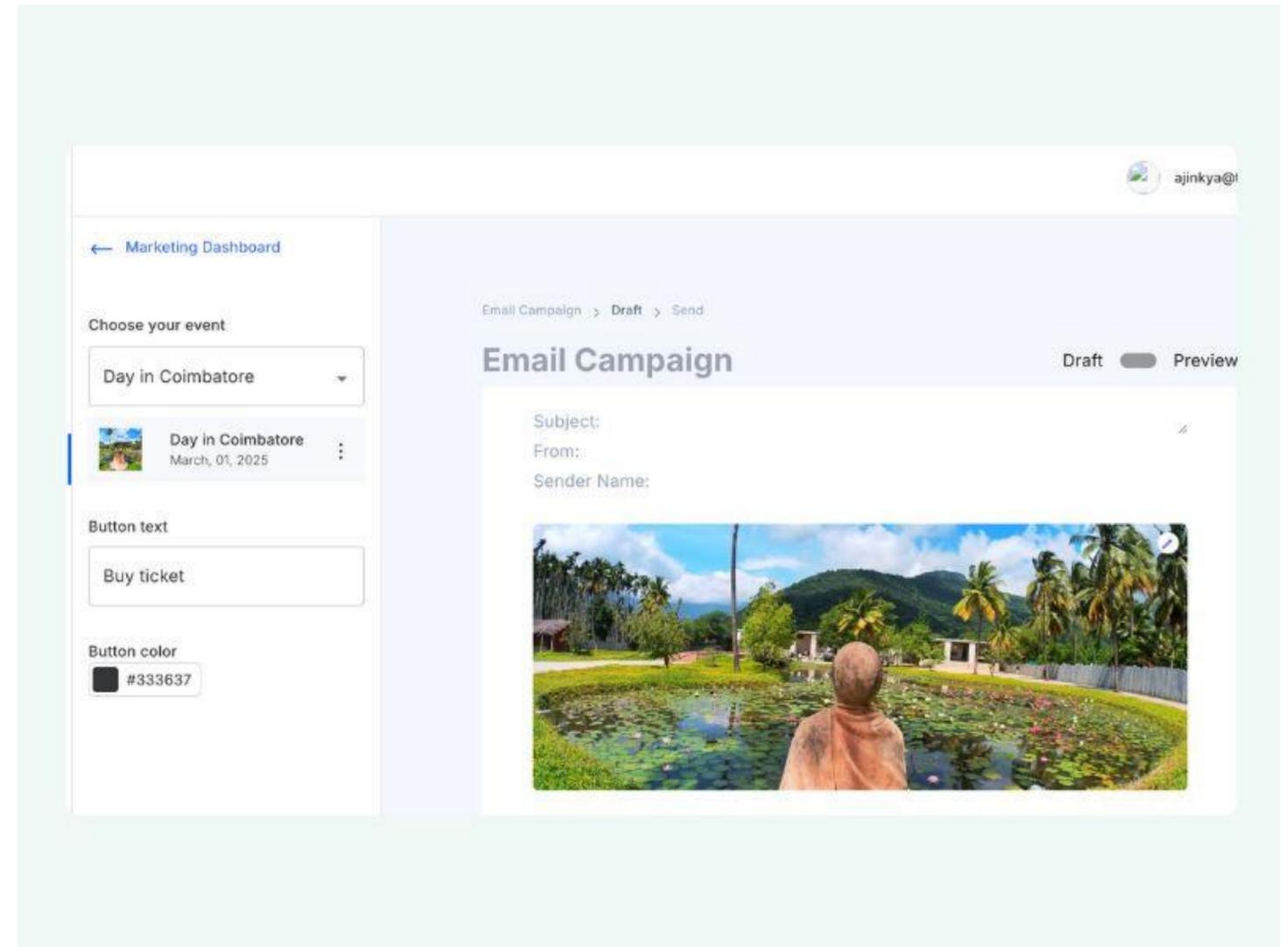


# Marketing Tools

# Email Marketing

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

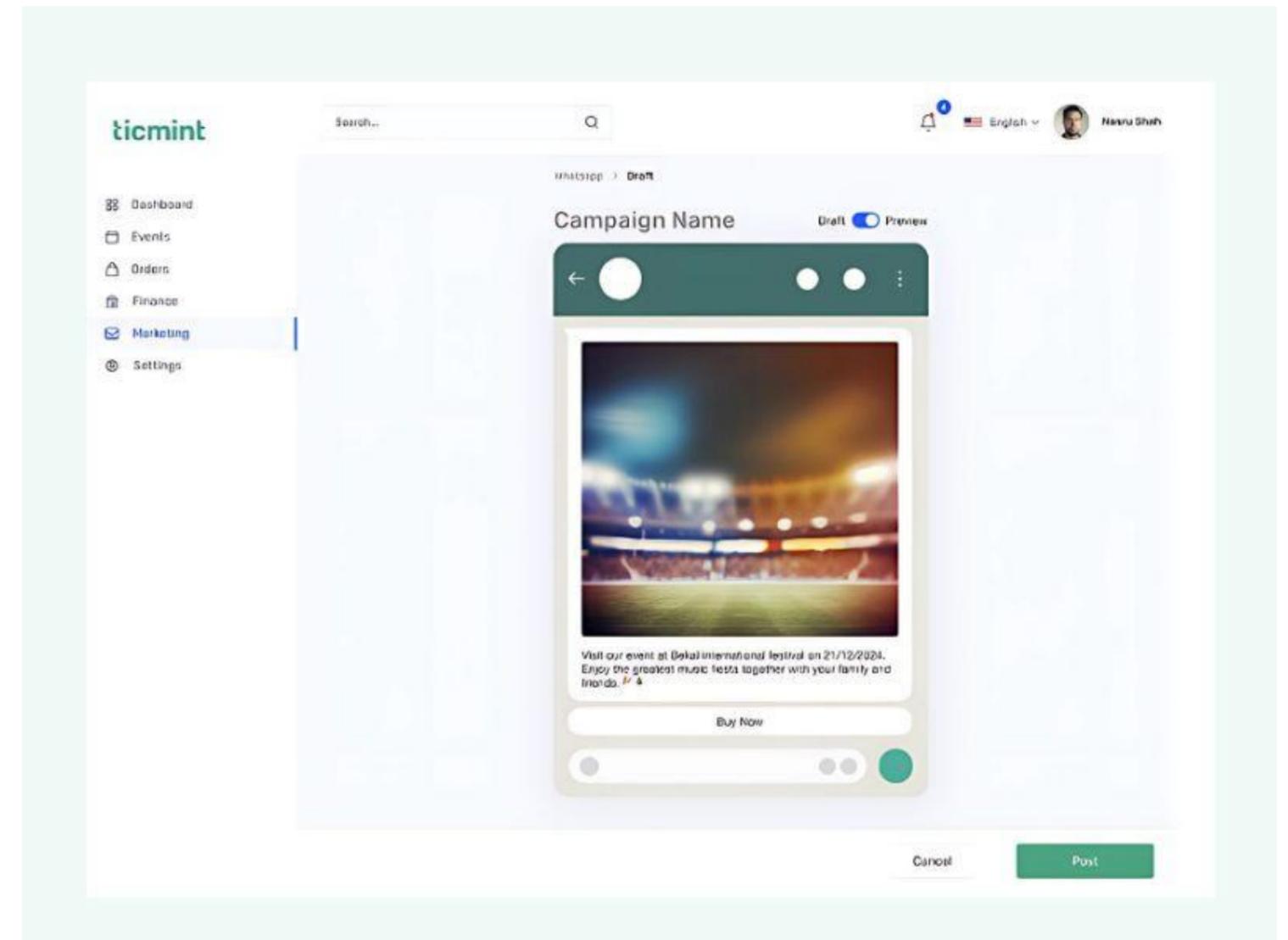
- **Import Client Database:** Upload past attendees and ticket buyers.
- **Pre-Registration Database:** Reach out to potential attendees early.
- **Cart Abandonment Recovery:** Remind users to complete their ticket purchase.
- **Feedback Emails (Post-Event)** – Collect valuable attendee feedback after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

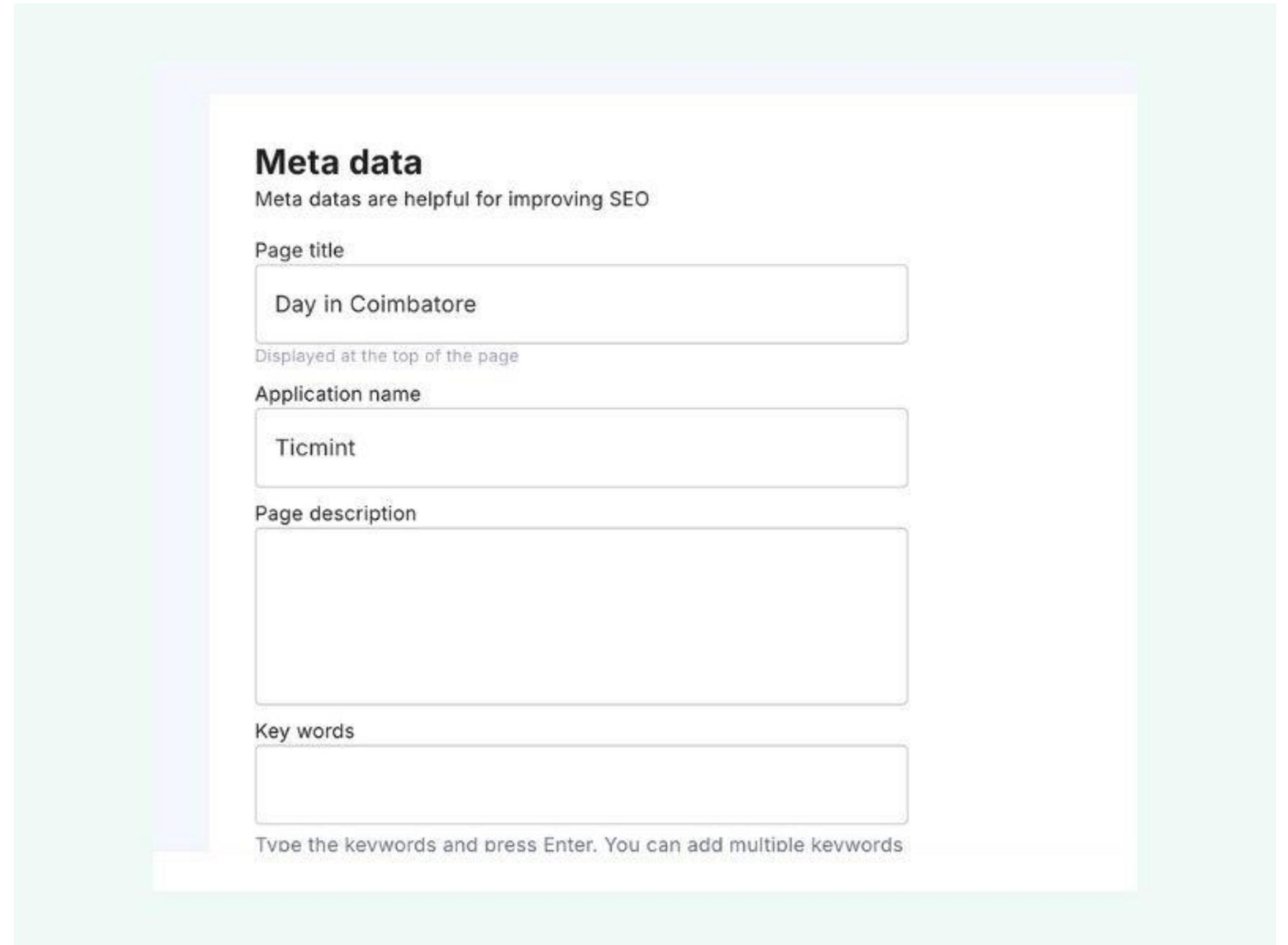
The screenshot shows a web dashboard for 'Marketing' with a sub-section for 'Affiliate Marketing'. At the top, there are navigation tabs for 'Email Marketing', 'WhatsApp', and 'Affiliate Marketing'. Below this, the 'Affiliate Marketing' section is displayed, featuring a search bar labeled 'Search the Affiliate or Event Name' and a 'New Affiliate' button highlighted with a red box. A table below the search bar lists existing affiliates with columns for 'Affiliate Name', 'Affiliate Email', and 'No. of codes'. The table contains one entry for 'yash' with email 'yashraj.44958@gmail.com' and '1' code. There are also edit and download icons for this entry.

Affiliate Name	Affiliate Email	No. of codes	
yash	yashraj.44958@gmail.com	1	

# SEO Meta Inputs

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



**Meta data**  
Meta datas are helpful for improving SEO

Page title  
Day in Coimbatore  
Displayed at the top of the page

Application name  
Ticmint

Page description

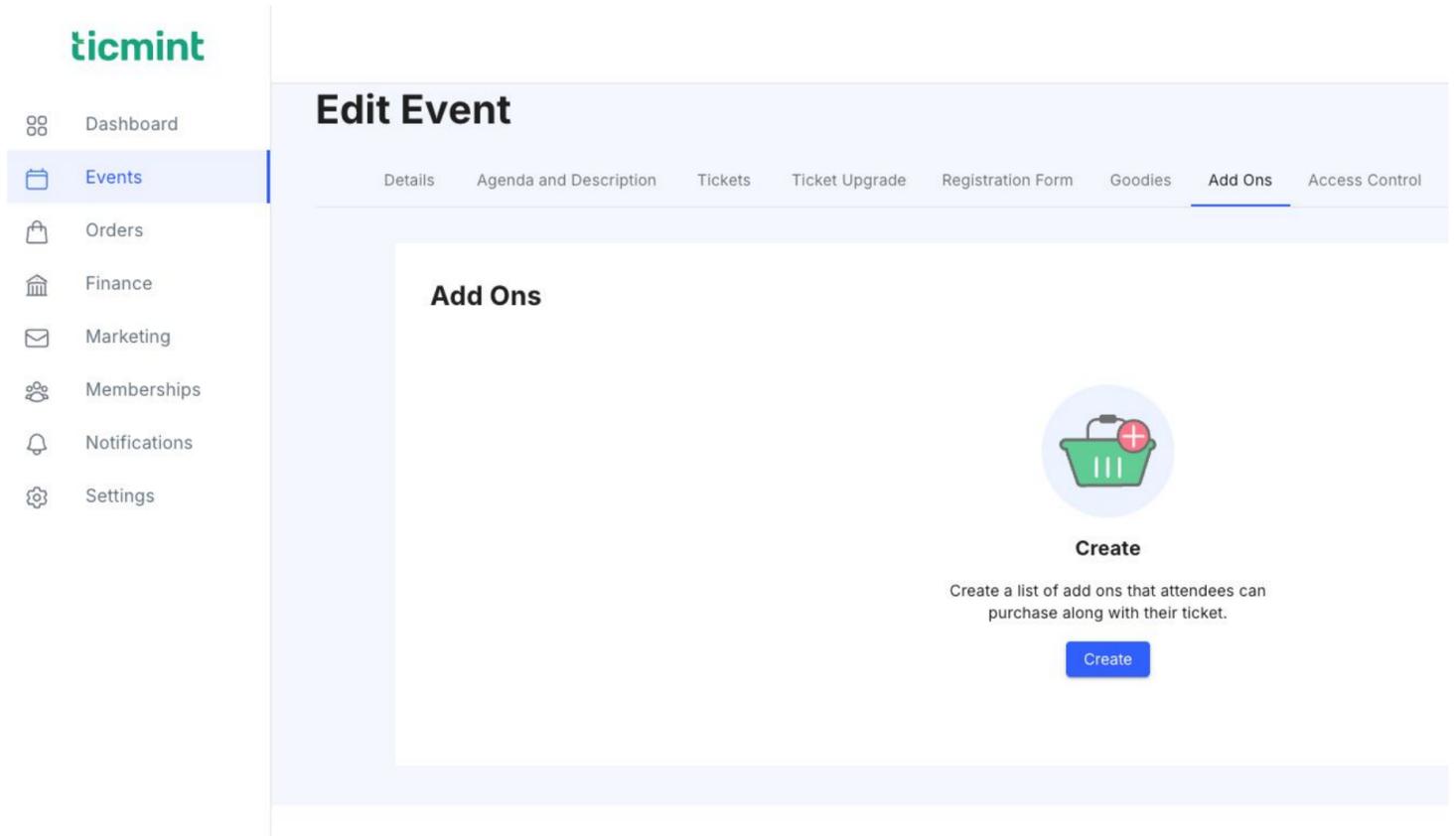
Key words

Type the keywords and press Enter. You can add multiple keywords

# 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**

# 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.

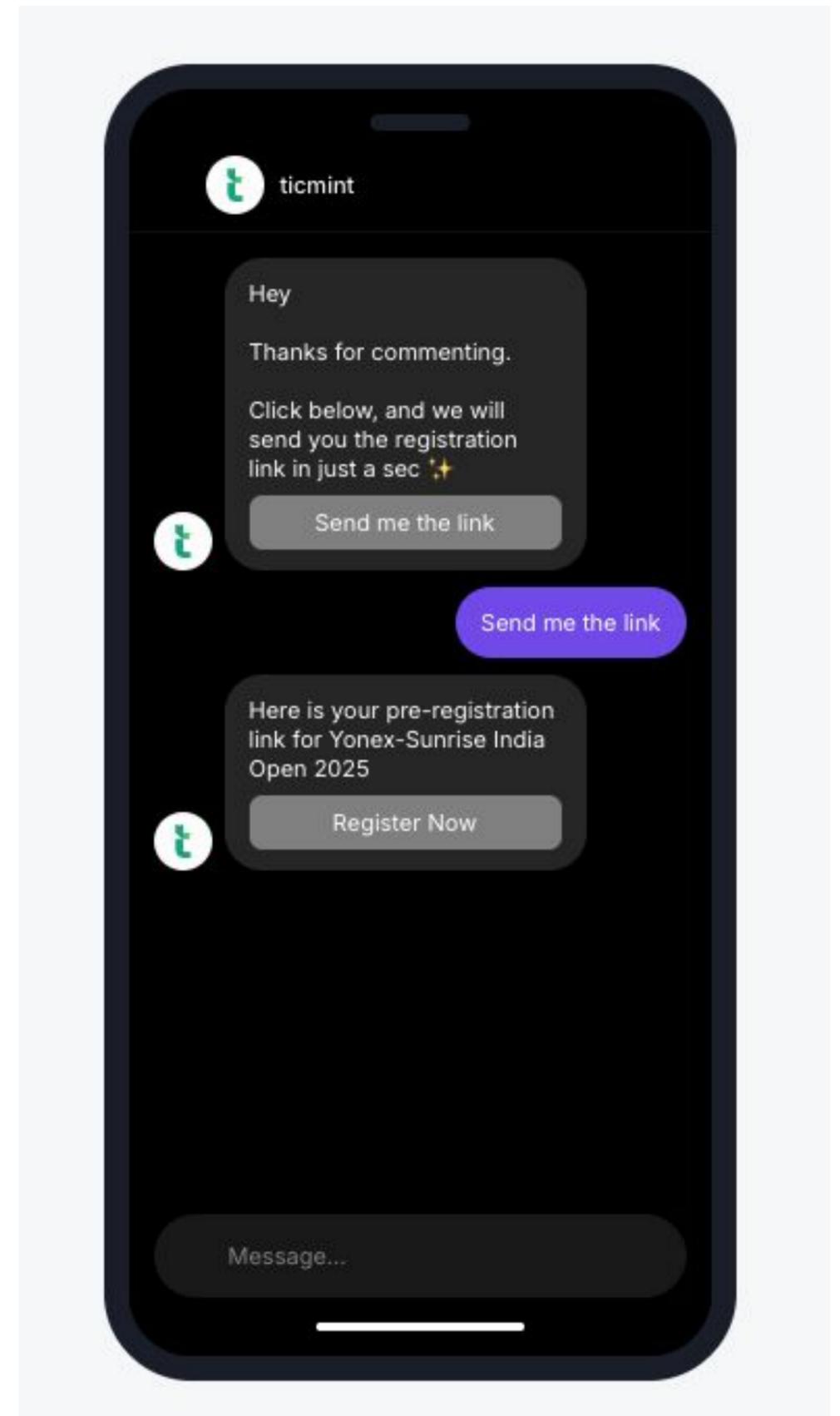
# Integrations

## Integrations (*Instagram*)

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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

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