



# the event marketing distillery

20 recipes  
that will shake up,  
tweak & improve your event marketing plan

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# INTRODUCTION

## What is the event marketing distillery?

The distillery is a book of tactics for marketing your event. While there's plenty of literature on marketing, not much information exists on event marketing. This book fills the knowledge gap by providing actionable ideas you can use in your next campaign.

## Who is this book for?

This book is for anyone marketing an event that wants to learn new tactics to generate more ticket sales. The content applies to events both big and small. Some tactics need a marketing budget while others only involve some hustle.

## How you should use the distillery

Each page of this book contains one event marketing recipe. The recipe starts with the description followed by 4-5 steps on how to implement it.

We picked these 20 recipes based on where we've seen success. With that being said, not every tactic guarantees success. Your target audience might be more receptive to one campaign over another. The key is to test out some of these ideas and see what works.

## What is Ticketbud?

Ticketbud is an event ticketing platform used by event organizers all over the world. With Ticketbud, you can sell tickets and promote your event online in minutes.

Events love Ticketbud because it just makes the planning that much easier. With Ticketbud you benefit from:

- Daily ticket payouts so you don't have to scramble to pay off expenses
- Free check-in apps that cut long lines day of your event
- Flexible ticketing so you can offer discounts, group & invite only options

**Try Ticketbud  
Today**

# SOCIAL MEDIA MARTINI

When it comes to events, not all social media platforms get the same results. Certain sites will perform better based on your audience. Thus, you'll need to spend more time and money on what's working. Before you start, get an event hashtag set up - you'll be using it in every platform you try out.

## THE RECIPE FOR SUCCESS

*Facebook:* The oldie-but-goodie, almost every event benefits from promotion on Facebook. If you've done previous events, look into Facebook's custom audiences advertising option. This is a powerful feature that allows you to upload an email list and cross-reference them with Facebook users. Facebook then builds a custom audience for your ad based on users similar to your list. *Pro-tip: If you're doing paid advertising, bid high. The higher your conversion rates, the less expensive the ads are and it ends up being cheaper!*

*Twitter:* Use Twitter if your event is tech, comedy, or concert oriented. Twitter users tend to enjoy these topics. You can advertise to people who follow companies and influencers related to your event. Twitter can be more than a great before-and-after platform if you encourage your attendees to live tweet.

*Instagram:* Facebook is for the older crowd. Instagram is now where it's at if you want to hit the teen/young adult market. Having before-during-after pictures of your event on Instagram is an easy win. Encourage event goers to post your hashtag to gain more exposure. Instagram also just opened their advertising to the public.

*LinkedIn:* If you're tailoring your event towards professionals, LinkedIn is the perfect platform. You can target by job title and location to create a highly targeted advertising campaign. LinkedIn's audience is much more educated than any other social network.

*Pinterest:* While Pinterest is predominantly female, keep in mind that there is a growing male user base. You can't go wrong with promoting traditionally feminine events, but you could always try out something more masculine. Like Instagram, Pinterest's paid advertising features are not available to the general public.

*Myspace:* Myspace is the most powerful social media platform out there, and is consistently...okay, I'm messing with you.

**See the original article here:** [Finding Your Event's Marketing Niche](#)

# GET EXCLUSIVE GIN & TONIC

Have you seen a long line into a club and immediately walked to the back of it? Ever buy something because there was a limit of 5? Everyone is unconsciously influenced by such sights.

People like to be part of events that are exclusive. It defines them as an individual. Dr. Robert Cialdini popularized exclusivity as a power persuasion tool in his book-- *Influence: The Psychology of Persuasion*. We're taking a page from his book and applying it to event marketing. Read on to see how you can use exclusivity to increase ticket sales.

## THE RECIPE FOR SUCCESS

**1. Early Bird Tickets:** This is a cheaper, limited ticket type that encourages people to buy tickets to an event earlier than usual. If you want to launch your general pre-sale two months out, sell a limited amount of early bird tickets three months out. With early bird tickets, you get a better idea of your audience size. This allows you to plan with more predictability. The exclusivity factor – tickets are less expensive but only a finite amount exist. We've noticed that events with early bird tickets tend to sell out at a quicker pace.

**2. Vip Treatment:** VIP Treatment is a great way to take advantage of exclusivity. But be forewarned: you must have the resources to make your VIPs feel like VIPs. For bands and musicians, VIP tickets are super easy to do – backstage meet & greets work here. For festivals, a VIP ticket could give the attendee access to a private room with some hors d'oeuvres, alcohol, and charging for electronics. If it's a comic convention, give attendees access to certain stars or exclusive product before anyone else.

**3. Fanclubs and Loyalty Discounts** is a way of rewarding long-time attendees with discounts and memorabilia is a guaranteed winner for everyone involved. They feel more special and are in turn likely to share it with friends, family, and, if they have an online presence, followers. Fanclubs are another great way to get exclusive, especially if they require an entry cost.

**4. Demand Some Effort.** Waitlists give an outsider the impression that your event is popular. The idea is that an attendee only gets access with putting in hard work and effort. This makes the event even more special. Fraternities, upscale restaurants, and clubs all use this tactic. There's a restaurant in Austin called Franklin's that's famous for a 3+ hour wait line to get extremely good barbeque. I'd be curious to hear reviews if it was open for longer and the line wasn't so long.

See the original article here: [Influence: Get Exclusive](#)

# SHOUTOUT SANGRIA

People like buying stuff that's recommended by their peers. A recommendation from someone they trust beats paid advertising any day of the week. That being said, there's a trick to combining the two to generate more ticket sales. We call it a shoutout. A shoutout is when you pay someone with a large social following to post about your event. For this recipe, we'll show you exactly how to do this.

## THE RECIPE FOR SUCCESS

**1.** To begin, let's take a look at your event's target audience. It'll influence who we go after for the shoutouts. A couple questions to ask:

- Am I attracting attendees locally or on a regional/national level?
- Does my event fit into any particular niche?
- What social media channels does my audience hang out on?

After doing this, you'll see how easy it is to narrow down your shoutout targets. For a local marketing conference, influential CMO's in the area would be ideal to go after. On the other end, a large music festival should tap into their performer's audiences.

**2.** To start hunting down your shoutout targets, we recommend using [Followerwonk](#). This tool shows top influencers on Twitter based on what you search. To use Followerwonk, sign up for a free account and go to Search Bios from the navigation bar.

Let's say you're organizing a writing workshop in NYC. Typing in Journalists in New York could get you great results for potential influencers to reach out to. We also recommend researching Instagram for potential shoutouts as well.

**3.** After compiling a list of influencers, reach out to them. Send them an email (or DM if you're using Twitter) and ask if they're open to advertising opportunities. Tell them a little about your event.

For *Instagram*, you can tell who does paid shoutouts if they have this in their bio: *For business and other inquiries, contact here.*

**4.** If you get any bites, they'll more than likely ask for a quote. This is where your negotiation skills come into play. We see two routes an event marketer can go down. One is just negotiating a price for the shoutout. The second option is giving them a referral link that tracks any tickets purchased. The advantage to #2 is that you only pay out when tickets are sold.

**5.** Once you've agreed on terms, the final step is creating the post that they'll use. Work with the influencer on this. They know their audience better than you so incorporate their feedback. ON your end, create a tracking link so you can see the attendee traffic they drive.





# BLOG BELLINI

Blogs: Many of us have one for personal use. We use them as a diary or to talk about a certain hobby that we enjoy. For event marketers, a blog increases the number of impressions your event gets. This can lead to more ticket sales.

This recipe gives you some tips for leveraging a blog for your event. Here's what you need to increase your event's visibility and ticket sales.

## THE RECIPE FOR SUCCESS

*Engaging Content:* The most engaging blog posts are at least 800 words. If your blog posts are less than 800 words, there's not going to be enough content to keep people interested. It could come off as lazy and project a poor image onto your event. Keep it engaging and people will keep coming back. If you're organizing a concert series you could write about the band or show work in progress shots of stages being built. The key is to get creative and try writing from a unique angle.

*Images:* A blog without any pictures is like a house without windows. It just won't feel right. The Internet has rightly become image centric and that's because people like visuals. Take some high quality photos in the weeks leading up to your event of things like the grounds, the building of stages, the catering. You got it, take a picture of it! Everyone loves to see progress.

*Social Sharing:* People like to share things that matter on social media sites. Your event's blog must have options for social sharing on sites like Facebook, Twitter, and Pinterest. Remember to make the content something someone would share. Run contests for free swag or share crazy things that happened with the pyrotechnics. The possibilities are endless.

*Think of Search Queries:* Let's say you're a tattoo convention in Los Angeles. It will be advantageous to be the first result on Google or Yahoo! when someone searches "tattoo convention los angeles". People searching this term are very likely to purchase tickets to your event. Write blog posts with these keywords in mind. You need the mindset of "if a person searched for \_\_\_\_\_ and my blog post was the first result, would they be satisfied, excited, or want to share it with someone they know?". This means you don't need a keyword in every single line (search engines hate that and so do people), you just need to fulfill the user's needs.

*Think Mobile:* Okay, okay, you get it. Don't get lazy and think you can get away with not being mobile optimized. If you have a web developer for your site, talk with him/her and ensure that your site is "responsive".

# EVENT LISTING LEMON DROP

Leave no stone unturned when it comes to marketing your event. This includes submitting to event listing sites. While submitting can be a bit tedious, it's in your best interest to do.

Evvnt is a great catch all tool for promoting events across all platforms. With this being said, it's advantageous to investigate other niche listing sites. In this recipe, we provide tips on how to submit to Evvnt and other options to look at.

## THE RECIPE FOR SUCCESS

1. Go to [Evvnt](#) and sign up for an account, then check your email and confirm it.
2. Next, you'll want to submit your event. If you are using Ticketbud, our support team can connect your event for you to save time. If not, you'll need to fill out the form manually. Be sure to include as much information as possible. The more details, the better chance you have of getting indexed highly in search engines. That means more eyeballs looking at your event!
3. Once you've finished with submitting, choose the sites you'd like to go on. If it's in your budget, we highly suggest paying to get your event listed on more search engines. Evvnt gives you detailed reporting including how many people come to your event page from each listing.
4. After Evvnt, we suggest finding more listing opportunities through Google. To leverage the search engine, you'll want to use the following search query: YOUR NICHE + listing site. We can try this for conferences and you'll get a bunch of listing sites to submit to. Another search query is location targeted: YOUR CITY + event listing. Now you'll get pages of listing sites in your area.





# BATCH TICKET TEQUILA

Too often, sold out events don't maximize their revenue. How does this happen? The mistake occurs when event planners lock themselves into pricing tiers. Events leave money on the table by incorrectly predicting demand.

To avoid this mistake, we're giving you this recipe that's easy to follow. The Batch Ticket Tequila shows you how to measure demand while adjusting your ticket prices accordingly.

## THE RECIPE FOR SUCCESS

1. When determining ticket prices, identify the lowest price you'd be comfortable with. Write it down along with the total number of tickets you plan on selling.
2. Create a spreadsheet. In the sheet, make four or five columns. Label each column by batch (Batch #1, Batch #2, etc.). Label the last column Total. For the rows, label them like this: # Of Tickets, Price, Ticket Revenue. What we're doing here is separating your tickets into batches. This allows you to make only a batch of tickets available for buy at one time.
3. In Batch #1, input the lowest possible ticket price you wrote down. This in effect becomes your early bird ticket pricing. For the next batches, increase both the ticket price and number of tickets available. It's recommended to start with \$10 increments while separating quantity evenly across the batches.
4. When you've completed your spreadsheet, go ahead and play around with the numbers. Make sure the amount reaches your revenue goal. When you're ready, announce the early bird ticket pricing through your event's marketing channels. Clearly state that there's a limited number of tickets available at this price.
5. After launching early bird, watch your ticket sales closely. If early bird tickets sell out, begin prepping the next pricing tier. By using this strategy, you can adjust pricing by demand. You won't be stuck with ticket prices that are either too high or low.

See the original article here: [The Batch Ticket Strategy](#)

# ADWORDS APPLETON

People use Google for everything nowadays - this includes searching for events to attend. You can take advantage of this by using Google Adwords. Adwords is Google's advertising network that allows you to pay per click for particular keywords.

Event marketers can leverage Adwords by appearing on the top results for targeted keywords. The Appleton recipe details how to setup a campaign that gets results. One thing to note: While Adwords is great for getting impressions for your event, it will only work in cities with a large population.

## THE RECIPE FOR SUCCESS

- 1. Sign Up For Adwords** (If you haven't already)
- 2. Set your location:** Choose your city (obviously), and any other cities that might be close to it.
- 3. Choose Keywords:** Keywords are things that people search for in search engines. You'll want terms that are related and closely related to your term. For example if you're doing an event for home decorators, go for keywords like "home decorator tips" or "home decoration". The nice thing about adwords is it will tell you how popular those search terms are.
- 4. Set Bids:** Bids are a little tricky, and this is one portion where I recommend setting your own bid to start off with. Doing \$1.00 is good enough to start with, but you'll need to think about ticket prices. Don't go bidding \$1.00 if your tickets are only \$3.00! Go into the bidding process thinking that you'll need at least 2-3 clicks before someone buys.
- 5. Write Your Text Ad:** If you've never done a Google Ad before, here's a few things to keep in mind. First off all, you have Character limits. Your headline has a limit of 25 characters, and then you have two lines of ad text, each of which are 35 characters each. Have a clear connection between your keyword choices and the headline for maximum interest. In your first line of ad text, have a benefit. Why do they want to come to your concert? The second line of ad text should have a call to action, such as "buy your tickets now!" or "5 early bird tickets left, save \$5!". These are always the most effective ads.

See the original article here: [Google Adwords For Event Planners](#)



# AFTER EVENT HIGHBALL

Even after your event ends, you still have work to do to retain attendees for next year. Repeat ticket buyers means less work on your part to attract new attendees. The highball recipe offers some ways to engage with attendees post-event to ensure they continue purchasing tickets.

## THE RECIPE FOR SUCCESS

### 1. Thank You Messages

The most basic of post-event engagements is the humble "Thank You" message. The message should come in the form of an email. Craft an email thanking each attendee and include all the event's highlights. Most ticketing companies give you access to all your attendee's emails. This makes it easy to import into a tool like [Mailchimp](#). Simply write a message, include the attendee's name, and send after the event ends so that your event will be fresh on their minds.

### 2. Social Media Photos/Vid Clips

On your social media properties, curate photos taken at the event and create albums to post them. With access to user emails, you can even email them a digital scrapbook of photos taken at the event. It's enjoyable receiving photos from events because you can look for yourself and friends. This is an easy win and you can have the digital scrapbook assembled in an hour or two. That's not a lot of time to help create fantastic lasting memories for your guests.

### 3. Post-Event Surveys

Sending your attendees a post-event survey has two benefits. First, it helps improve your event for upcoming years. This avoids getting stuck and waiting for a psychic to divine what your attendees loved and hated. Secondly, surveys give attendees a real chance to help make the event truly theirs. People like to feel that their opinion matters and you can imagine the excitement when a hotly-requested band performs in the upcoming year.

### 4. Create Relationships

People with an emotional attachment to a brand are more likely to interact with it. This means that you need to do your best to interact with your attendees on an ongoing basis after the event is over. This means continually posting new photos, responding to messages, giving reminders for next year, and so on.

See the original article here: [4 Easy Ways to Engage With Attendees Post-Event](#)



# TICKET CONTEST COSMOPOLITAN

The rise of social media platforms has made ticket giveaways ridiculously easy to do. This is due to giveaways using social sharing as a key mechanism to get more entries.

The beauty of doing a ticket giveaway is that all your entries have given you a big signal. The signal being that they're expressing interest in getting tickets to your event! This means you can remarket to these guys even after your contest ends. Read on to learn how to setup & market this bad boy:

## THE RECIPE FOR SUCCESS

1. Go to [Gleam.io](https://gleam.io) and create an account. Click "New Competition". Gleam is going to make setting up your giveaway a piece of cake.
2. The tool will walk you through configuring your new competition. There's a lot of setup tasks you'll need to complete like setting a start & end time & adding custom fields. Create an enticing visual that grabs attention along with a crystal clear description of how to enter.
3. On step #3 in the Gleam configuration, you'll decide how people can enter your giveaway. You can ask them to follow one of your social profiles or sign up for a newsletter. The awesome part is that you can decide how many entries one receives for taking a particular action.
4. After completing your ticket giveaway setup, you'll want to shift focus towards promotion. There's a ton of ways you can promote your contest. From what we've seen, many events leverage social media platforms to great success. We suggest reading Gleam's [guide](#) here to get started.
5. Once your giveaway is over, do the smart thing & analyze your results. If you put in the necessary effort, you should see that some promotional channels worked better than others. Make note of this & what you can do to improve on your giveaway for next time. Rinse & repeat.



# INSTAGRAM FIZZ

Did you know that Instagram is the fastest growing social network? 26% of the adult population is already using it. That's a large audience to pick from.

Instagram is a perfect channel for event marketing because of the visual storytelling element. Events are told so much through pictures. This makes Instagram a natural breeding ground for event content. In this tactic, you'll learn how to unlock virality through hashtagging & photo mentioning.

## THE RECIPE FOR SUCCESS

1. Unless you're organizing a large-scale event, create an Instagram account for your organization. This avoids pigeonholing yourself on building your audience from just one event.
2. Before pulling the trigger on posting pictures, take the time to understand your target audience. What type of content do they like? What other accounts do they follow? The more you understand who you're speaking to, the better chance you have of growing your following.
3. As part of your research, see what hashtags are used at the local level. If you're throwing an organic food tasting event in Atlanta, throw some related keywords in Instagram's search function. There's a good chance you'll find a hashtag you can latch onto when posting.
4. Now it's time for the experimentation phase. Start curating content based on your audience research. Try some different angles to see what gets the best engagement. At the same time, you should also be thinking about growing your audience. Contests are a great way to do this as you'll get exposure through people mentioning their friends.
5. The last part you want to nail is the call-to-action in your bio. You should link to the ticketing page for your event. This allows your followers to easily buy tickets right from your bio. Make sure to make your call-to-action clear & enticing.

# LEVERAGING SPEAKERS SIDECAR

If you're producing a conference, speakers more than likely play a large role. Beyond providing a great presentation, you also need to think about your speakers as an affiliate marketing channel.

Your event and the speaker's success are aligned. Your speakers want a large audience to talk to. Your event needs to sell as many tickets as possible. Read on to see how you can leverage their network.

## THE RECIPE FOR SUCCESS

1. Using a ticketing platform like Ticketbud, go ahead and create a referral code for each speaker. Use something like their last name for the code. This is also a great tactic to test discounts as well. Ultimately it's up to you.
2. Write an email template that you'll be sending to each speaker. In the template, clearly communicate their referral code and examples of how they can promote it. If you want to go the extra mile, see what platforms they use to engage their audience. Tweak your examples to fit that platform. Be courteous & to the point. Your speakers are pretty busy people so take that into consideration.
3. Create a quick spreadsheet of everyone speaking at your event if you haven't already. Using your email template, shoot them an email & follow up accordingly. Open up the conversation to their own ideas. There might be a great lever to pull that you didn't think about.
4. Leading up to the event, your speakers hopefully shared your event all over the internet. To check on the results, check your referral reporting to see who brought in the most tickets. Analyze results & use your learnings to streamline this process the next time around.

See the original article here: [Affiliate Marketing 101 for Events](#)



# RETARGETING WHITE RUSSIAN

Retargeting is when you serve ads to people who've visited your event website but never completed a ticket purchase. It's a great way to boost awareness and convert more ticket sales.

Retargeting works especially well for events with higher ticket prices. These attendees usually spend more time making a purchasing decision. For this recipe, we'll look at retargeting on Facebook specifically.

## THE RECIPE FOR SUCCESS

1. Go [Adroll](#) and create an account. This is the platform you'll be using to create & serve your retargeting ads. They make setting up a campaign dead easy.
2. Once you get in, copy & paste the smartpixel. Go to your event website and place the smartpixel on all of your pages. This tracks all your page views and is super important.
3. After pasting in the smartpixel, you'll need to configure your campaign settings. Adroll will walk you through this. Additionally, a detailed walkthrough can be found at the end of this post.
4. Probably the most time consuming part of your campaign setup is creating the Facebook ads. These ads will show up in your audience's newsfeed. Typically, when someone clicks a retargeting ad, it redirects them to your ticketing page. Protip: Use eye-catching imagery & concise, witty copy. Don't write a novel for your ads.
5. Launch your campaign & start analyzing the results. Adroll provides slick dashboards so you can see all the data you need. See what ads are working & make adjustments where needed.

See the original article here: [How to Retarget Your Event](#)

# TWITTER DATA DAQUIRI

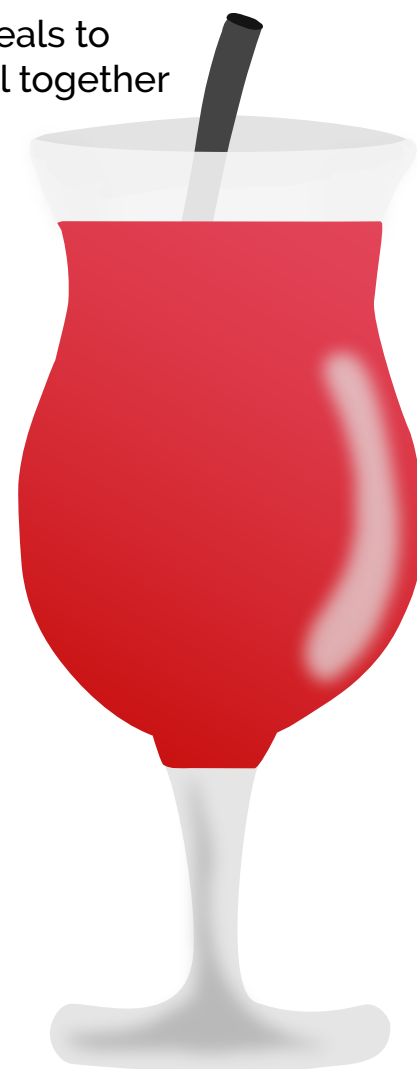
Twitter has a great advertising platform. In our opinion, it's better than the other social media ad offerings.

While Twitter hasn't reached the size of Facebook, there's still a TON of people that tweet regularly. Where their ad platform shines is in how you can target your campaigns. Twitter has access to some helpful data so your event can get in front of the right audience.

## THE RECIPE FOR SUCCESS

1. Sign up for [Twitter Ads](#) once you've created your Twitter account. Much like the Instagram recipe, unless you have a huge event it's better to create one for your organization.
2. When creating your first campaign, choose 'websites clicks or conversions for the type. From our findings, this is the best option for marketing your event.
3. After creating your ads, Twitter will ask how you'd like to target your audience. This is where the magic happens. For location, choose your metro area. Unless your event brings people from out of town, there's no reason to advertise nationwide. You can also target by device. If you are targeting smartphone users, your event website needs to be mobile optimized.
4. **More targeting tips:** You can also target certain keywords. So if your event falls into a specific niche, brainstorm topics that your audience uses. We suggest using [Keyhole](#) or [Tweetreach](#) to find keywords & hashtags for this.
5. **Even more targeting tips:** If you are throwing a social event that appeals to many demographics, use Twitter's follower targeting. You'll want to cull together all the twitter handles of local blogs & publications in your area. These guys talk a lot about events so there's a good chance their follower base includes excited event goers.

See the original article here: [How to Use Twitter Ads to Attract Attendees](#)



# GOOGLE ANALYTICS AMERICANO

A crucial part of the marketing process is evaluating what works. Without a way to see what's doing well, you're going to waste a lot of time and money. Worse yet, you could fail to take advantage of a channel that's doing well for you. This is where Google Analytics comes into play for your event website. This tool provides critical data to help you focus your event marketing efforts and understand what is working.

## THE RECIPE FOR SUCCESS

1. Add the Google Analytics tracking code to all pages of your event site that you wish to track. I recommend that you add the code to every single page of your site to get a holistic view of where your visitors are going. After adding the code, choose your industry. This will help with goal tracking.
2. To prevent inflated numbers, exclude your IP address in your tracking efforts. This ensures that you or your organization's site visits don't get included.
3. Choose some goals that you want visitors of your site to achieve. Do you want them to buy tickets? Sign up? Enter their email? To do this, go to the admin tab of your Google Analytics page.
  - After clicking on *property* and view, click on *Goals* and choose + New Goal.
  - Choose the type of Goal you want. Destination means that it activates when a user goes to a certain page. Duration means it activates if a user spent X amount of time on the site. Finally, event goal activates in the event of an interaction with your site.
  - *Optional:* If your goal is ticket sales, use *Goal Value* but leave it blank. It will auto-complete upon completion of the transaction.
  - Then, click *Verify Your Goal*. It may have 0 conversions if your site is new. Once you're done, be sure to check in frequently to make sure everything is firing correctly.
4. Check out your mobile traffic. Go to your main profile page and click *Behavior*, then click *Mobile*. Depending on how many people are using mobile versus desktop, you may want to make your site mobile friendly. If you want to sell tickets that's an especially important part of your site to get right.
5. Go to *Behavior*, then click on *Site Content* and then click *All Pages*. What this does is show you what pages are most popular on your site, where people spend a lot of time on, and what pages people are having issues with. If a particular page is getting a lot of bounces and exits, you'll want to evaluate to see if there's anything to fix.
6. On your main page, go to your *Audiences* panel on the side-bar. This will help you evaluate exactly who is going to your site. You may need to upgrade your analytics with some additional code but that will be provided for you. This is essential for determining how popular your site is with certain age groups and what their interests are. With this info, you can unlock new ideas for marketing.

# CITY SUBREDDIT SOUR

Reddit gets a bad rap. The majority of the site is actually full of great discussion over a variety of topics. Virtually anything you can think of has a dedicated subreddit. For the uninformed, think of a subreddit as a forum focused on a specific topic.

In this tactic, we'll show you how to use city subreddits to get some free promotion for your local event. City subreddits have a lot of engaged users. This means potentially thousands of visitors to your event page.

## THE RECIPE FOR SUCCESS

1. Find your city's subreddit. To do this, just google 'city name' + reddit. This could be a great spot to get some free promotion.
2. Spend a bit of time on understanding your city's discussion. What posts receive the most upvotes? What gets a lot of discussion? Do some digging to find other event-related posts that received traction. Protip: In your city subreddit search bar, type in keywords like 'event' and sort the results by top. You can also try this if your event fits a specific category (like NYE for instance).
3. Take your research and apply it to your first post. As you probably noticed, Reddit is conversational. Don't use flowery, direct selling language or you'll get killed. Take what worked for other events and apply elements that are relevant.
4. If anyone you know uses Reddit on a consistent basis, let them know about your post so they can upvote it. This won't shoot your post to the top but it'll help gain traction. Also get them to comment to start a conversation.
5. Usually city subreddits have a stickied post or event lists on the sidebar. Get in contact with your city subreddit moderators and see if you can get featured. Pro-tip: If you are organizing a popular themed event (think Halloween or NYE), look for discussions about what to do. This is also a great spot to mention your event.

See a slideshare on the topic here (go to slide 20!): [Gaining Exposure Through Reddit](#)



# PIGGYBACK PUNCH

If you can't beat 'em, join 'em. The piggyback method involves studying similar events to yours for marketing opportunities.

This recipe calls for piggybacking off other event's social media followers and reaping the benefits. If you do this right, you'll get to grow your own social presence along with increasing ticket sales.

## THE RECIPE FOR SUCCESS

1. Identify the type of event you're putting together. OK, this might be obvious but really think about it. What is my event and more importantly, who is my target audience?
2. Once you've nailed that down, research what other types of events are in your particular niche. If you are producing a social media marketing conference in Seattle, see what other marketing conferences are going on in the area. It doesn't have to be extremely niche specific. In this example, someone attending a email marketing event could easily be interested in a social media conference as well.
3. After you've identified some of the big events in your niche, do a little stalking on their social media profiles. Depending on the type of event, they might have a larger presence on one platform vs another. In our social media conference example, Twitter is probably heavily utilized by events in this niche. Check Twitter and see which of these events have an established following.
4. You should now have a list of social media profiles of events similar to yours. The gold mine is in the social media profile's followers. We've identified groups of people who are very likely to be interested in attending our event. Understanding the potential gold mine here, let's start piggybacking by engaging with these followers.
5. The easiest way to engage is by following the followers of the events you've identified. You can choose to this manually or automate it with tools like Manageflitter or FollowLiker. Everytime you follow someone, they'll get a push notification about it. If they're interested in what they see, there's a chance you'll get a follow back or even a click through to your ticketing website.

# EMAIL EGGNOG

A study showed that 99% of event planners use email for marketing. It makes sense. Almost every organization has built an email list of some kind. Email is a great place to start your marketing efforts as your list gave you permission to market to them. Simply put: They're already interested.

Making tasty Email Eggnog requires a string of emails to keep your list interested in your event. You have to get pretty creative while also staying relevant to your list audience. No one wants a thousand emails promoting the same early bird ticket discount. Here's some email types to send:

## THE RECIPE FOR SUCCESS

- 1. *Pre-Sale Trick:*** Immediately after your event ends, send an email to attendees for your next event. In this email, include a link to purchase pre-sale tickets at a healthy discount. This is a great spot to get repeat ticket buyers as attendees hopefully just had a great experience and your event is on their mind.
- 2. *Special Announcement:*** Big headliner you just signed on? Extra speaker added at last second? Share these announcements via email. Just make sure it's big enough to matter.
- 3. *Drip Lineups/Agenda:*** Instead of releasing everything at once, spread out your announcements over a series of emails to create consistent engagement. This gives you more touch points in your email marketing arsenal.
- 4. *Benefits Blowout:*** In between your urgency & announcement emails, sprinkle in beautifully designed emails that highlights all the benefits of attending. Just try not to be salesy, you still want to create engaging email content.
- 5. *Important Updates:*** The main purpose of an update email is to notify your attendees of stuff like driving directions, weather, last minute changes etc.

See the original article here: [Email Marketing for Events](#)



# THE URGENCY ROYALE

Have you heard of the phrase FOMO? If you haven't, it stands for 'Fear of missing out'. It's that desire to always know what others are doing. Events & FOMO go hand in hand. The key to increasing FOMO for your event is to create urgency.

Creating urgency is a great skill to have in your backpocket. The more urgency you can manufacture, the more likely people will impulsively purchase tickets early to guarantee their spot. An email invitation is a pretty standard channel to drive urgency for your event. The Royale recipe shows you how to write a killer email that converts people into ticket buyers.

## THE RECIPE FOR SUCCESS

**1. Subject Line:** The first step is getting your invitees to open the email. Consider the rest of your email worthless if you don't nail this step. The subject line determines if your invitation gets opened. Using urgency in regards to time usually works for event invitations. Here's a good example: Just 24 hours left to save \$200 on Early Bird festival tickets. Don't miss out.

**2. Opening Sentence:** Your invitation is opened. First step complete. Every sentence from this point on should get the recipient to keep reading. The opening sentence needs to be an attention getter. It should be unexpected. It should excite the reader.

**3. Urgency + Benefit:** If they've read to this point in your email, they're interested in your offer. At this point, start driving urgency. Talk up any early bird pricing you're offering. Use words like 'limited' and 'only X days left'. Also combine the urgent language with an obvious benefit. If it's early bird pricing, make it clear just how much they'll save.

**4. Direct Call to Action:** At the end of your invitation you want a clickable button that makes it crystal clear what you want the recipient to do. Use language like "Grab your Ticket" or "Get your discount". This is where you hit home on the benefits and get them to take action.

See the original article here: [Email Marketing for Events](#)

# TEAM UP TEAR DROP

It's rough marketing a new event. You have no brand equity. Loyal attendees don't exist. You're starting from scratch.

To jumpstart awareness efforts, look towards teaming up with other events in your area. As long as they aren't throwing a similar event to yours, it could be of benefit to both parties. Here's the step-by-step process for teaming up with other events to boost awareness:

## THE RECIPE FOR SUCCESS

- 1.** Start by browsing through your local newspapers or blogs that cover events in your area. Make a spreadsheet of events that could be good candidates to partner up with. Usually there's a calendar or listing page to find all the upcoming events.
- 2.** Next, go through your spreadsheet and identify the top events you'd like to team up with. Has the event been around for a while? Does the planner have a built in audience? Do you see overlap in their audience and your audience? These are all questions you should be asking as you're whittling down your list.
- 3.** After identifying your targets, you'll need to get in touch. The internet makes this easy to do. If they have a Twitter profile, shooting a tweet asking to direct message usually works. If it's a larger event production company, try finding a contact email. You can usually find emails via their own website. Make your email short and to the point. Remember, make it all about how their event can benefit from co-marketing with you.
- 4.** You should have a couple positive responses. Who doesn't want to capitalize on an opportunity to increase ticket sales? Now the next step is to set up meetings. This can be in-person or over the phone. The point is to brainstorm ideas for how the two events can co-market together.
- 5.** A co-marketing plan should come out of your conversations. Typically this consists of initiatives like promoting to each other's email lists. Another option is trading on your social media assets. Whatever ideas you come up with, make sure you have the proper tracking in place so you can see the results.

# CONTENT MARKETING CALYPSO

Content marketing is a primary form of marketing nowadays and it comes in many types. Blogs, eBooks, videos, and Vines are just a few media formats at your disposal. Content helps build your audience. People subscribe to your stuff allowing you to remarket to them on a consistent basis.

With well-written content, your event can stand head and shoulders over the competition.

## THE RECIPE FOR SUCCESS

*If you're running an event planning business*, you should have regular blog posts. Blog posts come in all shapes and sizes. You can write about recent learnings, event planning tips and much more. Your blog posts are only limited by your own imagination. There's a story behind every event you've planned, and experiences you've gained from it. Popular event planning sites (like [eventplanningblueprint.com](http://eventplanningblueprint.com)) have an extremely robust content section.

*If you're running an event*, you should produce content that is anticipatory in nature. Perhaps post "leaked" pictures of what the event grounds look like. If you're running a convention, talk about some of the big names that are going to be there. Go a step further and get a small interview with them. Content in this format gives your audience insight into what your event is about.

Videos can be just like blog posts and they can have a lot of the same sort of content. [EventplanningblueprintTV](http://EventplanningblueprintTV) is a perfect example of an event planning firm using YouTube to market their services while producing great content for other planners. This [video](#) does a great job of getting people excited for something that (to me) may not have even been on your radar. Vlogs (Video Blogs) are in my eyes the best way to get people excited for events. Many events are visual in nature and using video helps you to take advantage of that.

**Quick Tip:** People do things out of habit. A study in the 70's on a local newspaper found that the most common reason for people reading was that they "did it every day". If you're going to do a blog or vlog, you need to be consistent with how often you post. If you're going to post every week, make a commitment to post it every week, and preferably on the same day. Whatever the time frame, make it consistent.

# SCOTCH & SLACK

Slack is a group chat application on steroids. We use it every day at Ticketbud. The tool plays a huge part in our team communication.

The cool thing about Slack as it relates to event marketing is how it can also function as an online community. You can provide value to attendees that results in repeat ticket buying and increased word-of-mouth. Here's how to create a Slack channel for your event to boost attendee engagement.

## THE RECIPE FOR SUCCESS

1. First, sign up for a Slack account and [create a team](#). Ideally this would be the name of your upcoming event. You'll also want to download their desktop and mobile apps at this point.
2. You'll then be prompted to create channels. Each channel should be on a particular topic. This prevents chaos that comes from having one big chat room. You'll want to create channels with topics your attendees have interest in. A conference could have a channel dedicated to networking and another channel for speaker requests.
3. It's time to invite your attendees. Add a message to the ticket confirmation email asking them to join your Slack group. You can also mention joining in any event update emails. The goal here is to get as many of your attendees into your slack community as possible.
4. Now the trick is to keep the community interested. This is the toughest part. To prevent the group from going dead, give access to everyone on your planning committee and start conversations. Engage directly with attendees, post updates about your events, and start spirited discussions. Make your attendees feel like they're part of something bigger than just the event.
5. After working out the initial kinks, you'll end up changing some of the channel topics. This is totally fine. Take feedback from the community you've built to make it better. Continue to invite new attendees. You can also replicate this recipe for a forum type setting as well.



## What's Next?

We hope you enjoyed the distillery!

The next step is to take action. Pick a couple of the recipes and test them out for your event. As we noted at the beginning, not every tactic will work. Don't get frustrated if a campaign doesn't meet expectations. Event marketing involves a lot of trial & error. Keep the hustle strong and double down on the stuff that's bringing in ticket sales.

If you ever need more event marketing ideas, [head over to our blog](#) where we regularly write about new tactics for events.

Don't hesitate [to reach out to us](#) for any feedback on the book or if you have a question about event marketing. We'd be more than happy to help you out.

**Try Ticketbud  
Today**