

Best Practices for Event Marketing

*Optimal event success relies on an effective digital marketing campaign.
We recommend you begin advertising four to five weeks prior to your event with the graphics our team has designed for your practice.*

#1– Tease your Event on your Facebook Business Page (Optional) – 5 Weeks Pre Event

Facebook Video or Facebook Live Video (even better). Videos are amazing for engagement and reach rates and this is a perfect way to let your fans know to save the date for your exciting upcoming event. We recommend giving the date and event title and then tell them to look for more information soon with all the juicy details. 5 to 10 Seconds in Length.

#2 – Add Event Information to Your Website – 4 Weeks Pre Event

Post your event information to your website using the web ready flyer .JPG we have provided your practice. It's very important to keep event information current as studies show that outdated information on your website can be a turn off to visitors. This can be a popup on the homepage or added to your Events or Specials tab.

#3 – Post your Event Information to Google Plus – 4 Weeks Pre Event

Post your event information to Google Plus using the web ready flyer .JPG we have provided your practice. This is an added SEO benefit not only for your upcoming Event but also for your practice in general.

#4 – Create an Eventbrite account and Post Event Information – 4 Weeks Pre Event

Eventbrite is free for events as long as you are not charging for tickets. This is a great way to get more eyes on your event and is quick and easy to set up. www.eventbrite.com Click on the link for a training webinar:
https://www.eventbrite.com/support/articles/en_US/Multi_Group_How_To/how-to-create-an-event?lg=en_US

#5 – Create a Facebook Event – 4 Weeks Pre Event

Fun Fact! 60% of people in the United States discover events through the Facebook news feed and 35 Million people view a Facebook Event each day! Creating a Facebook Event should be a priority in your event marketing strategy. Once your Facebook Event has been created be sure to publish to your Facebook Page.

[Click Here for Tutorial Video on Creating Facebook Event](#)

[Click Here for Tutorial Video on Re-Organizing Tabs](#)

Want to reach more people with your Facebook Event?

Consider promoting the event to reach more people that may be interested in attending your event. Even with a budget of \$20-\$80 you can dramatically improve how many people will see your event details. Be sure to narrow your target audience to a radius near your practice to stretch your budget even further.

Best Practices for Event Marketing Continued

#6 - E-mail Marketing – 4 Weeks Pre Event

We recommend utilizing MailChimp.com for your e-mail marketing needs. MailChimp is FREE for the first 2,000 subscribers and anything over that will be billed at a monthly fee. For more information on MailChimp's pricing structure: <https://mailchimp.com/pricing/growing-business/>

- 1) Visit <https://mailchimp.com/> and Create an Account
- 2) Check Your Email and Follow Instructions from MailChimp
- 3) Create a Subscriber List in MailChimp - Follow prompts to create a Subscriber List for your event campaign and upload your client email list.
- 4) Draft a Campaign utilizing the web ready JPG of your event flyer that our graphics team has provided you.
- 5) Update Social Links and Footer Content
- 5) Preview the Email
- 6) Send a Test Email to yourself to review.
Be sure to check that any clickable links go to their proper destination.
- 7) Schedule to Send
We recommend scheduling your event emails to send weekly on Tuesdays at 10am starting 4 weeks prior to your event. Follow the recommended guidelines of dates and subject lines to send in your Event Checklist.
- 8) Utilize the suggested Subject Lines and Dates on Your Event Checklist
- 9) 1st Email Send the Event Flyer JPEG, 2nd Email Send your Video Event Invitation, 3rd Email Send Event Flyer JPEG, 4th Email Send Top 3 Benefits of your Event Service!