



Top 15 Event Marketing Best Practices

Whether a weekend cooking class, a walk-a-thon, or a hands-on workshop, events are an integral part of how you market your small business or nonprofit organization. After all, they're a great way to deepen the relationships you have with your current customers or members ... attract new ones ... increase revenue ... and strengthen your organization's reputation and brand.

Here we've assembled the top 15 best practices for effective event marketing. Put them to work at your next event and it's sure to be a success!

- 1. Consider your audience/attendees** when scheduling your event.
Can all your attendees get to your event? Where/when is the most convenient location/time? Your event should be accessible to everyone.
- 2. Have two clear goals for the event:** what you hope to accomplish and what you hope attendees will gain.
This will help you to plan the most effective event possible.
- 3. Send a "Save the Date" email** (especially if it's a competitive time of year).
You want to make sure people keep the date open for your event. This information can appear in your regular newsletter too.
- 4. Send a personalized invitation** — don't just put event info on your website.
Sending an invitation makes your event feel more special. Emphasize this by including invitees' names, not just their email addresses, in your invitation.
- 5. In your invitation, include enough information** to answer the following questions:
 - a. What is the event?
 - b. When is the event? (and deadline to register.)
 - c. Why should I attend the event?*Make it as easy as possible for the invitee to say, "Yes, I want to attend this event."*
- 6. Use a good subject line** for your invitation email.
You want people to be excited about your event, after all. Start with the first thing they'll see.
- 7. Use social media websites** to promote your event.
Posting regularly to Facebook, Twitter, and other social media sites (and linking to your event homepage) will increase excitement and build interest in your event.
- 8. Make sure all information on your event homepage is accurate and up to date.**
If you keep all information about the event in a centralized location, you'll avoid extra questions and can spend more time on making the event the best possible experience for attendees.



9. Include a **“Join My Mailing List” box** on the event homepage.
This is especially important if attendees are not already on your regular mailing list.
10. **Remind your attendees** about your event in your newsletter or a separate email communication, and through social media.
It’s important to keep your event top-of-mind in attendees’ heads.
11. After the event, **send timely follow-up communications** to both attendees and no-shows.
You’ll want to thank people for attending the event, or say you’re sorry they couldn’t attend. It’s also recommended to send links to slides or relevant information that attendees requested, or pictures from the event.
12. **Seek feedback** after the event in the form of a **survey**.
Keep it short, include at least one open-ended form box for people to share all opinions, identify what your measure of success is and ask a question to identify it, and ask for suggestions about what would make the event more rewarding/relevant/successful.
13. **Follow up** with any unsatisfied participants.
Constructive comments are always welcome if you hope to make the next event even better.
14. **Post event highlights** in the next issue of your **newsletter**.
This reminds attendees of what a great time they had, and shows people who didn’t attend what they missed. Maybe they’ll want to come next time.
15. **Update your event homepage** after the event is over (the page is live for 30 days post-event).
Some attendees may still be looking for information even after the event is over. Include details about your next event, a link to your website, or a special offer for attendees.

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