



Marketing for a Successful Event

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How to market in the 21st Century

We have to adjust attitudes about how to do business in the 21st Century. No business can survive by itself. We require partnerships with suppliers, customers, and even competitors. If you can leverage your partnerships and look for win/win situations your business will survive. If you try to shortcut any relationship, your partnership will wither and die along with your business. Give you customers the best service, be honest with your supplier, always keep an eye on what your competitors are doing and make sure your business differentiates itself from the competition. When you do these things, it creates brand loyalty.

One of the criteria's of success is your retention ratio (the percentage of your new customers who return to become repeat customers). Successful marketing is one method of increasing and measuring your retention ratio.

This is the outline for a successful marketing Strategy with a concise checklist that follows. It consists of the following:

- 1) Partnering
- 2) Create Marketing Materials
- 3) Use your Network
- 4) Online Management Tools
- 5) Marketing Resources for Hire
- 6) Follow-up phone calls before the event
- 7) Follow-up e-mail with media (pictures, streaming video) after the event

1) Partnering – If you involve more businesses in your event, more guests will attend. Then you can realize a greater return on your time. Lets say each business can bring in 20 people so when 6 businesses market together, you return 120 guests. Now you can cross market you products to another set of guests. When you plan an event think of another business (or vendor) that could benefit from the attendees. That way everybody wins!

2) Create Marketing materials (Flyers, Post Cards, Email, newsletters)! This should be completed at least **2 months** before the event. The materials signify that the location, date , partners and marketing materials are confirmed. This is the least amount of time required to pull off the marketing and planning your potential guests need. A lot of businesses do not send out the plans until the week of the event. By this time, your potential guest has already filled up their calendar. How do I get more people to attend my event? **Supply them with knowledge not advertisements - Information sells!** Remember a picture is worth 1000 words. Highlight the information they will receive as a result of investing the time in your event. Time is our most precious commodity; once it is used it can not be used again so people are very careful about how they spend their time.

3) Use Your Network(s). There are many methods to disseminate information. Utilizing the networks on the internet is the cheapest method. You can tell as many people you know through a single e-mail instead of multiple phone calls.



Suggested posting area's on the internet –

- a. www.DiversePhilly.com
- b. www.urbanphilly.com
- c. www.socialphilly.com
- d. www.connectingblack.com
- e. Your businesses website
- f. The organizations your involved in websites
- g. Newspaper/Radio Stations community events

-- If your business event is geared towards the public, utilize gathering places near the location of the event. Hand out marketing materials at

- a. Large Shopping Malls
- b. Public Transportation Centers
- c. Cars located near the venue
- d. Potential guests who walk near the venue
- e. Other businesses in the surrounding area of the event

4) Use management tools to track attendance and potential attendance. The average return for an E-vite event is 50% of the respondents who say they are coming if the event is Free. If the event requires payment then a 75% respondent ratio is more appropriate. **So if you want more confirmed guests, charge a FEE.**

- a. www.evite.com – FREE event planning tool
- b. www.eventbrite.com – Low cost management planning tool that allows payment processing included for the event

5) Marketing Resources for Hire. Marketing requires the ability to sell your self and your services. If you do not have the gift of gab and the ability to accept no for an answer, you should look to outside resources to do your marketing for you.

- a. Ladybug Marketing Consultants
- b. Newspaper advertisement to showcase your event
- c. On-line Newsletters from partnering businesses (You can use the businesses on www.DiversePhilly.com or the businesses in your commercial corridor). You could probably cut a deal for selling vendor space to the partnering business in lieu of monetary payment.

6) **Follow-up phone calls** to confirmed guests. This can be outsourced to your administrative assistant or use a virtual administrative assistant for hire to use your time effectively. You can get an accurate count of attendees. The on-line communication is the ice-breaker but the follow-up phone call is crucial to ensuring your event stands out in the guests mind.

7) Follow-up email. Capture the moment with a photographer or videographer to make sure your event is great the next time out. Remember a picture is worth a 1000 words so if your picture shows a good time, more guests will want to join the next time.



Marketing for a Successful Event Checklist

1) Partners

| Partner/Vendor | # Contacts | Date Invite Sent | Confirmed Attendees |
|----------------|------------|------------------|---------------------|
| Partner 1 | 60 | 1-jun-07 | 20 |
| Partner 2 | 75 | 3-jun-07 | 10 |
| Partner 3 | 40 | 3-jun-07 | 13 |
| Partner 4 | 100 | 5-jun-07 | 15 |

2) Marketing Materials

| Material | Informative? | Visually Pleasing? | Lists Partners? | Pictures? | Web Address? |
|-----------------------------|--------------|--------------------|-----------------|-----------|--------------|
| Flyers | Yes | Yes | Yes | Yes | Yes |
| Postcards | Yes | Yes | Yes | Yes | Yes |
| www.EventBrite.com | n/a | n/a | n/a | n/a | n/a |
| www.Evite.com | Yes | Yes | Yes | Yes | Yes |
| Partners/Vendors Newsletter | Yes | Yes | Yes | Yes | Yes |
| Your Newsletter | Yes | Yes | Yes | Yes | Yes |

3) Post Your Event

| Event Posted Where | Posted date: |
|---------------------------|--------------|
| Your Business Website | |
| www.diversephilly.com | |
| www.urbanphilly.com | |
| www.socialphilly.com | |
| www.connectingblack.com | |
| Local Business near venue | |

5) Marketing Resources for Hire.

| Resource | Cost | Date Published: |
|--|------|-----------------|
| Ladybug Marketing Consultants | | |
| Newspapers Ads | | |
| Radio Stations | | |
| Neighboring business Newsletter (near venue) | | |

6) Follow-up phone calls.

| | Name | Phone Number | Response |
|---|---------|--------------|-------------------------------|
| 1 | Guest 1 | 888-888-8881 | Left a message |
| 2 | Guest 2 | 888-888-8882 | Will attend |
| 3 | Guest 3 | 888-888-8883 | Will not attend (out of town) |
| 4 | Guest 4 | 888-888-8884 | Left a message |
| 5 | Guest 5 | 888-888-8885 | Will attend |