

PROMOTING EVENTS



While digital event promotion can seem daunting, planning a successful promotion can be done through the following:

- Sharing your event (social media, community groups, event calendars)
- Additional Tactics
 - Creating an Event Landing Page
 - Producing event-related content (pre-event, behind the scenes, planning, brainstorming)
 - Using marketing tactics (email marketing, social media, event hashtag, advertising)

Places to Share Your Event

Promoting early helps create momentum and help you reach a larger audience. Start promoting the event at least 6-8 weeks in advance to ensure a wider reach.

- Tourism Oxford's Event Calendar**
 - Event Guidelines can be found in our [Partnership Opportunities Booklet](#)
- Information Oxford**
- Facebook Groups**
 - Each community (Woodstock, Tillsonburg, Ingersoll, Embro etc.) has their own Facebook Groups to be a part of to post local events, sales and more
 - Search on Facebook by community to find yours
- If you are a part of a BIA (Business Improvement Area) or local Chamber of Commerce they may help to promote your event**
 - Chamber of Commerce
 - Woodstock
 - Tillsonburg
 - Ingersoll
 - Norwich
 - Tavistock
 - BIA
 - Woodstock
 - Tillsonburg
 - Ingersoll
 - Norwich
- Local Radio Stations**
 - 104.7 Heart FM
 - 103.9 Country 104
 - FM96
- Create an event listing on Facebook**
 - Make a Facebook event that includes all the details your guests will need
 - Tag the official pages of your speakers, partners etc.

Discussion area is a great space to post announcements or answer questions

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Additional Tactics

Creating an Event Landing Page

The landing page for your event is the primary way to communicate information about your event. Ensure that you are posting all the crucial details about the event:

- Date
- Time
- Location
- Cost
- Summary of Event
- Call to Action to book/register/purchase

Additional items you can include on this page are promotional photos/videos, an agenda of the day, an FAQ section that answers any repeating questions and links to your social media pages.

Produce Event-Related Content

Before your event happens, it's a good idea to start posting about it through your content marketing channels. You can post call to actions in your Instagram stories, discuss the event in your social media post, or talk about it with other local businesses. Whatever channels you use – use them to promote your event.

It's important to switch up the posts you are sharing about the event – sharing the same infographic over and over again isn't going to make people excited about the event, they'll learn to tune it out. Get excited about the event on your social media:

- Share sneak peeks of the vendors who will be coming or the acts that will be performing
 - Provide some information about their story and why people should come
- Behind the scenes posts are authentic and intriguing to consumers; cool décor items, brainstorming sessions you're having, set-up for the event
- Post a short video with highlights from similar previous events
 - People can't get enough of videos, so show potential guests what they can expect from an event hosted by you

Use Marketing Tactics

- Create an event hashtag
 - A branded hashtag is a handy way for you and your guests to find all content related to your event across social channels; make it unique to your business or to the specific event
- Work with business partnerships, influencers, and sponsors
 - Collaboration is one of the best ways to promote your event; consider having these relationships that will want to promote the event for you or who will tell their audience about it
 - Promote the businesses you are collaborating with (and tag them) – it's a great way to tap into their audiences to get the word out about your event even more
- Advertising
 - While advertising comes at an additional cost, if the organic reach you are trying for isn't working, running ads to your target audience for this specific event is a way to make the connection from visitor to attendee
- Post a countdown on Instagram Stories
 - The countdown sticker on Instagram Stories lets you set an end date and time; viewers can subscribe to receive a notification when the clock runs out
- Host a giveaway or offer early bird tickets
 - Social media giveaway contests can pump up your brand awareness and help convert followers to attendees; ask them to share a post and tag you – random winner gets free tickets
 - Early bird pricing up until the week before – anything after that is full price

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After the Event

- Thank everyone for coming
- Look at the success of your event promotion
- Were people talking about your event? Did content marketing help? Did social media traffic result in ticket sales?
- Send a survey -- to employees and customers alike -- ask how they liked the event, what they liked, what they think could be improved, etc.

Why this is important: Promoting an event has a lot of moving parts, but this list isn't exhaustive, and it should help you get started on promoting your next event & securing attendees. Going beyond your channel. Collaborating with other businesses. Using local promotional pages. All of these are great strategies to help your next event sell out!

Questions? Please contact us:



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