

# Pre and Post-Event Marketing for Your Small Business

*Whether you are hosting a networking mixer, sponsoring a business workshop, or exhibiting at an industry trade-show, a successful pre and post-event marketing plan will help you make the most of your event.*

## Pre-Event Marketing

Use these simple marketing tactics to get the word out about your event:

### **Email:** Use email to announce event details and invite recipients to join you

1. Send targeted invitations to your customers and prospects by segmenting your list according to geographic region or customer type. Recommended invitation types include:
  - ✓ “Save-the-Date Announcement” for your event
  - ✓ Formal invite with details
  - ✓ Re-send to non-responders who didn’t respond to the first invite
  - ✓ Registrant reminder before the event
2. Include benefits of attending your event
3. Mention free resources or prizes
4. Provide a link to register
5. Include the cost
6. Promote registration discounts if applicable

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You can easily **manage your event registration** by using one of our survey templates as well. Collect RSVPs, find out travel and meal preferences and much more!

## Direct Mail: Use **direct mail postcard invitations** to reach a larger audience

1. Include all relevant event registration info and make it easy for recipients to sign-up for your event
2. Create a sense of urgency by reminding recipients that seats are limited
3. Track the success of your postcards by offering a unique promo code or discount
4. Ask recipients to bring their postcard by your booth for a free gift



Invite recipients to sign-up for your email list and watch the size of your e-mail list grow!

## Promote Your Event Online

1. Blog about your event
  - ✓ Provide speaker updates, keynote speakers, and special incentives to register
  - ✓ Reach people outside your immediate network and gain event visibility
  - ✓ Highlight your sponsors (if any) for added exposure

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2. Create a [Facebook Fan Page](#) for your event
  - ✓ Post pictures and videos from past events
  - ✓ Arrange meet-ups
  - ✓ Facilitate discussions
3. Tweet about your event on Twitter
  - ✓ Use company keywords to get more visibility
  - ✓ Provide a registration link via a shortened URL, and include event dates
  - ✓ Ask sponsors, speakers, coworkers, and customers to re-tweet your event for more impact



Boost your viral marketing and offer free tickets or a special giveaway for the first 5 people that re-tweet your post.

## Post-Event Marketing

After you have successfully driven attendees to your event and pulled it off in style, it is important to execute proper follow-up. The success of an event is largely contingent upon your follow-up marketing!

Use these simple marketing tactics to provide timely follow-ups:

### Email: Send a follow-up email

1. Send follow-ups to anyone who opted in to receive your emails via business card, raffle or guest book.
2. Send your first email as soon as possible – within a few days
3. Send a second follow-up a week or two later

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## 4. What to include in your follow-up email:

- ✓ Provide an event re-cap with a new interesting fact or testimonial quote
- ✓ Thank them for attending
- ✓ Include your special event offer to help boost sales
- ✓ If applicable, provide supplementary materials
- ✓ Tout your next event and provide a registration discount

## **Survey: After your event is over, it is important to gain feedback from your attendees and participants through an online survey**

### What to ask:

- ✓ Was the cost of the event fair?
- ✓ Which session was your favorite?
- ✓ Did you learn a lot?
- ✓ Would you attend again?
- ✓ What would you change?
- ✓ Would you recommend the event to a friend?
- ✓ Do you have any suggested changes/improvements?

Questions such as these will help you gauge the success of your event, and more importantly, plan for an even more successful event in the future. When you receive positive feedback, turn the quotes into customer testimonials and leverage the responses to promote your business and future events.

These proven pre and post-event marketing strategies and tactics will help you grow your business and achieve new heights of event success! Start marketing your next event today!

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