'CRUSH YOUR MARKETING' TEMPLATE: EVENT EDITION

CENTRAL YORK CHAMBER OF COMMERCE
Leading Business in Newmarket & East Gwillimbury

Your event is one month away and you're realizing you've had your eyes so hard on the prize that you haven't yet implemented getting the word out. We got you.

You want to max your reach and engagement and to do that, you need to take advantage of all your various channels of communication. These include your relationships (customers, friends, your network), socials, website, and any additional touch points you've got access to such as signage, outreach, etc. You want to leverage what you've got.

The following marketing framework provides a structured approach to promote your event effectively, even with a tight timeframe. Customize it to fit the specifics of your event and the people you're trying to reach:

1. Objective Set
Define Clear Objectives: Identify what you want to achieve with the event (e.g., brand awareness, lead generation, sales, etc.).
Set Measurable Goals: Quantify your objectives in terms of attendance numbers, engagement rates, or revenue targets.

2. Target Your Audience
Consider who are you trying to attract: Create a few personas to better understand attendee preferences and behaviours. Why would they attend? What are they looking for? What gap would attending your event fill?

3. Develop Branding and Messaging
Create a cohesive vibe that resonates with who you're targeting: The look and feel of your event should be cohesive. E.g. if the event is fun, your messaging and design work should fit that.
Craft Key Messages: Give thought to your main points. Develop clear, consistent messaging that conveys the value proposition of your event.

4. Consider Marketing Channels and Tactics: Some Ideas
Social Media: Use organic social posts to engage your customers. Create an event hashtag, share behind-the-scenes content, and use videos to generate buzz. (Skills not yet there or not enough you to go around? Create a few strong image posts in Canva and alternate between these.)

Digital Advertising: Take advantage of your existing social media platforms for boosted posts and targeted ads. Boosted posts through FB and Insta are easy to do and can be both cost effective and easy. (Thinking of Google Ads? We've found that it's very effective for certain events but because of the greater complexity involved getting some expert help can go a long way! Check our business directory for members who offer the service!)

Email Marketing: Send invitations to your existing contacts you think are a fit and/or your newsletter base.

Content Marketing: Publish blog posts or articles related to the event theme, highlighting speakers, topics, or the value of attending. Use a platform like LinkedIn to showcase these.

Partnerships and Sponsorships: Collaborate with complementary businesses, industry leaders, or brands that share your target audience to expand your reach.

5. Boost Engagement and Interaction: More Ideas

Early Bird Offers: Encourage early sign-ups with discounted rates.
Contests and Giveaways: Run contests on social media ahead of time for free tickets or exclusive access to drive engagement. At the event, a contest can be a great way to collect a bit of data such as where people heard about your event. (Pro tip: Don't be a jerk. If your goal is to use a contest to increase your mailing list, be upfront and include a box that asks for permission to add them.)

6. Final Preparations

Communication: Ensure all attendees have all the necessary information (e.g., schedules, access links, location details) a week before the event.
Feedback Mechanism: Set up a system to collect feedback during and after the event for future improvements.

8. Post-Event Follow-up

Thank You Notes: Send personalized thank-you messages to attendees, speakers, sponsors, and partners.

Content Recap: Share highlights, insights, or recordings from the event to keep the conversation going, and garner interest in your future events.

Evaluate Performance: Review your initial objectives against the outcomes and gather insights for future events.