
Module 18, Lesson 2 Handout:

Event Marketing

The majority of TNS students are interested in building digital businesses, but that doesn't mean you should forget good old fashioned in-person marketing! The opportunity to interact with your audience in a real-life, in-person, three-dimensional way can go so much farther than months of emails and instagram posts and digital attempts at connection.

4 key points to consider to help you plan your next event:

1. **Partner up.** Do you need to share the heavy lifting in hosting? Consider partnering up with a friend or colleague. Think about how your businesses may overlap and what you can provide attendees together. Collaboration is a huge opportunity for shared customer engagement and larger audience exposure. Even a small 10 person event will make a huge impact on the level of cost-free word-of-mouth marketing happening about your business.
2. **Make it educational.** If you have something to teach, teach! Consider reaching out to other companies with your offerings. Contact HR departments to offer your share of knowledge via a lunch and learn for their employees.
3. **Get branded.** Are there brands you already work with or love? Reach out to them with a proposal to be the host on their behalf for an upcoming event. It's likely they already have events in the works, so this could be a great chance to collaborate. Also, let them know the value of having your endorsement of their brand and make sure they understand the What's In It For Them. A bonus of what's in it for you is that in some cases like this, all of the event production and execution is in their hands, so it's a huge load off your shoulders.
4. **Be an event within an event.** Need to get your feet wet? Create an event for your business *within* an event. Host a table at a larger expo, or partake in a talk, panel, or happy hour that is a smaller part of larger programming. You'd be amazed at how many customers you can earn by taking advantage of a situation where someone else has gathered a large audience, and all you need to do is show up and market you, your products, or your services.

There are several main benefits of in-person events:

Immediate revenue or profit: This is the revenue you make directly from the event, including ticket sales, a hosting fee, product sales, brand sponsorships, or other income depending on the scope of the event. Hopefully, this will surpass the cost of your overhead, such as the venue rental, staff, and supplies, but sometimes it's even worth a small marketing spend to reap larger revenue in the future.

Future revenue: By sharing your product or services via an event, even if the event is not profitable, you may win the initial contact needed to convert a prospect into a sale or client. And in a really effective, memorable way. Think how often beauty brands give out free samples. Their entire success within the beauty industry pretty much depends on it! If you have the type of product customers want to try before they buy, in-person events give you the opportunity to make that happen.

Information Exchange: Whether you're sharing expertise or a product, your knowledge is a huge benefit your guests reap when they interact with you. In turn, benefit from collecting information from them. This insight is absolutely crucial in understanding your audience demographic and their wants and needs for making future sales and developing your audience. Listen to them! And capture anything you can - an email address, an instagram follow, a personal story - seemingly innocent information can indeed turn into profound marketing intel, sales opportunities, solid relationships, business partnerships, and - even just fill-your-soul goodness that you can't put a price on.

Brand Recognition: People naturally gravitate towards businesses and brands they know, or want to know! The more events and happenings and buzz you have going in combination with good marketing around it will create increased brand awareness and respect. The types of people you partner with and the type of attendees present will also contribute to brand recognition. So while this isn't a direct contributor of revenue, it's a huge benefit of taking part in live events.

Apply the strategies we shared with you in the digital marketing lessons to create a digital marketing funnel that spans email, social, and website that will culminate to success for your event, expand your audience, and foster a loyal customer base.

Now, planning events can be a huge undertaking, depending on the size, scale, timing, etc. There is so much technology that can help make your life easier, and that can help you get the most out of your event:

Survey your audience before and/or after the event:

- [Google Forms](#)
- [Typeform](#)
- [Wufoo](#)
- [Survey Monkey](#)

Build a landing page for your event:

- [KickoffLabs](#)
- [About.me](#)
- [Leadpages](#)
- [Clickfunnels](#)
- [Mailchimp](#)
- [Convert Kit](#)
- [Ucraft](#)
- [Landbot](#)

Sell tickets easily for your event:

- [Eventbrite](#)
- [Ticketbud](#)
- [Eventzilla](#)

Project management for your event:

- [Asana](#)
- [Trello](#)
- [Monday](#)
- [Clickup](#)
- [Todoist](#)

Book timeslots at your event:

- [Calendly](#)
- [Boomerang Calendar](#)
- [Need To Meet](#)

Keep track of event expenses and invoices:

- [Wave](#)
- [Harvest](#)
- [Expensify](#)

Create and maintain contracts for your event:

- [PandaDoc](#)
- [HelloBonsai](#)
- [DocuSign](#)
- [HelloSign](#)

Collect emails at your event:

- [SignUpAnywhere](#)
- [Google Forms](#)