



face-to-face
with ChabadOne

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Event Marketing on a Shoestring

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Part 1: Strategy

Your event attendees are busy, and they're drowning in a sea of messages. How will you stand out and cut through the noise?

3-R Rule: **Keys to getting results:**

• Read:

- You have 8.25 seconds to make a 1st impression.
- Stand out in the noise. Use a great subject line
- Be where the people are—multiple channels
- Keep it tight and short.

• Retain:

- Element of surprise / Reverse the expected
- Be a purple cow
- Speak the language of the people

• Respond:

- Sense of urgency
- Special deal
- Provide value

Part 2 Systems — Pre-Execution

Every structure needs a good foundation. Before you build your marketing campaign, create your platform.

1. Website

- Do you have a designated place to post an event?
- Are you collecting email addresses?
- Is there a facebook link or feed?
- Is your website ALWAYS current?
- No unnecessary items

2. Email Marketing

- Build your lists on Communicator
- Website sign up field or pop up
- Get emails from ALL attendees of events
- Targeted lists based on interests
- Create 3 templates ready for use: 1 weekly email newsletter, 1 memo template, 1 events template
- Build a trust-based relationship

3. Facebook Page

- Create a thumbnail and banner in line with your brand
- Customize all areas. Don't forget to add a donate button to your site + add a link for 'Join our email list'
- Build Likes: start by importing your email list

Part 3: Execution

Everything's in place. Now promote that event:

Events on your Website:

- Banner on homepage
- Create an event page or minisite
- Reservation System or Form—mobile friendly!

Email Marketing

- Understand Open Rate + Click Rate.
- Subject line is king: direct vs ambiguous
- Best send day + time
- How many per week?
- Targeted lists: opens / clicks / past events
- Note about Promotions folder
- Outlook personalized email merge
- Series of emails

Social Media: Facebook

Create a Branded Campaign:

- Stay mindful of recognition factor
- Create Event: Banner, link, hosts, Invite
- Post the flyer: width = or > height!
Include in copy area: title, subtitle date, time, call to action, registration link, hashtag.
- Post a link to reservation system or form.
Note: link should always be short / virtual path

Boost Image or Event—why you do / don't want to

- Grid tool: guidelines
- Custom audiences for targeted advertising

Beyond your page:

- Share on your personal profile. Don't post new!
- Share as message
- Share on local Community Groups

Samples shown during the presentation can be seen on
www.facebook.com/ClickConsulting

