

# EVENT MARKETING on a Shoestring

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## Part 1: Goals

- Why do we make events? What are you trying to achieve?
- Why do people attend events?
  - To network or socialize
  - Sense of community or belonging
  - Connect with their heritage
  - To be educated
  - Get something for free
  - Relationship with you
- Are you marketing something of interest and value to your audience?
- Your events meet the criteria, so what's the challenge?
  - They might not know your events exists
  - Perhaps they saw your event but forgot about it
  - (Maybe they know but are not interested—i.e. too expensive, scheduling conflict, no interest)

## Part 2: Strategy

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

3-R Rule: **READ, RETAIN, RESPOND.**

11 ways to get results:

- **Read:** You only have 8.25 seconds to make a first impression. Make sure you design is well done. (ex: concert flyer)
- **Read:** Stand out in the noise. Use a great subject line
- **Read:** be where the people are—multiple channels, i.e. email, facebook, other social platforms, whatsapp, website, text, phone, news sites, video etc.
- **Read:** keep it tight and short.
- **Retain:** element of surprise (ex: dinner blackboards ads)
- **Retain:** reverse the expected (ex: winning Wednesday meme)
- **Retain:** be a purple cow (ex: 51 fleishig meals / coffee)
- **Retain:** speak the language of the people (ex: dansdeals)
- **Respond:** sense of urgency (ex: closing elevator doors)
- **Respond:** special deal (ex: early bird special)
- **Respond:** Provide value (ex: wine tasting at dinner)

Exercise: High Holiday ads—which one will people retain? They can only respond if they can retain it

**Reality Check:: Don't be deterred! Be Resourceful:**

- Do you know somebody creative?
- Sit down with a few people and brainstorm
- Network with fellow Shluchos for ideas
- Continue to outsource your design as always, so you can focus on the skills and tools you have.
- If budget allows consider hiring a creative agency for concept.

## Part 3: Systems — Pre-Execution

7 Building Blocks: Every structure needs a good foundation. Before you build your marketing campaign, create your platform. Set the stage.

1. **Brand:** conveys a uniform quality, credibility and experience. No logo yet? Consider [www.chabadlogo.com](http://www.chabadlogo.com)—free.
2. **Website**
  - Do you have a designated place to post an event
  - Did you take the 10 minutes to learn how to do it?
  - Are you collecting email addresses
  - Is there a facebook link or feed?
  - Is my website ALWAYS current?
  - No unnecessary items
3. **Email Marketing**
  - Choose a platform: Communicator / Constant Contact
  - Build your lists
    - Website sign up field or pop up – Permission based marketing
    - Get email addresses 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: send relevant and helpful content + Ongoing interaction
  - Permission-based marketing: Where people allow you into their lives and look forward to hearing from you because you are a trusted person who provides them with relevant and useful information.
4. **Facebook Page Setup**
  - Create a thumbnail and banner in line with your brand
  - Thumbnail should always be your logo. Usually on a white background.
  - Customize all areas
  - Build Likes: (1) Import your email list (2) Include links to facebook on email newsletter (3) Post pictures and tag people (4) Do a giveaway
  - Customize areas: Add a donate button to your site + add a link for Join our email list
  - Targeted Audiences
5. **Network of Event Hosts**
  - Create a list of influential people
  - Team up with another company, org or professional
6. **Press contacts:** lists of editors, bloggers + relationships!
7. **Mailings:** ensure you have targeted lists ready, a printer you can rely on + mailing house.



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Summary of Kinus Workshop 1/29/16 • Presented by Shainy Edelman, Click Consulting | Pg. 2

## Part 4: Execution

### Events on your Website:

- Banner on homepage
- Create an event page or minisite
- Registration form—mobile friendly
- Consider cahbad.org event reservation system

### Email Marketing

- Understand Open Rate + Click Rate. Avg is 25% open.
- Subject line is king: direct vs ambiguous
- Best send day + time: Tues / Wed 10-3
- How many per week? 2, max 3 when needed.
- Targeted lists: Reports based on opens / clicks
- Note about Promotions folder
- Outlook personalized email merge
- Series of emails
- Reports—what worked, what didn't

### Social Media: Facebook

#### Create a Branded Campaign:

- Stay mindful of recognition factor
- Create the graphics that you will use on your social networks: eye catching + include relevant information about the event: name, time, date, hashtag, and a registration link.
- Create Event
- Designate hosts
- Invite

#### What to post:

- Begin posting 2-3 weeks before events
- Visual content: Gives event attendees all the information they need in a short amount of time. Use a mix of custom graphics, memes, comics, images
- Sneak peak – exclusive content
- Engaging content
- Weather update
- Giveaways / promotions: your message is shared by your audience and not by a brand.
- Fill in the blank
- Countdown
- Reminder
- Share Event

### Use Hashtags

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

- Grid too: guidelines
- Custom audiences for targeted advertising

#### Beyond your page:

- Share on your personal profile
- Share – send as message
- Community Groups

#### The everyday influencers

- Social Sharing: Be sure to include social-sharing buttons across all your event marketing assets.
- Make sure your email invites, updates, and landing pages include social-sharing buttons that enable easy and effortless sharing.

#### Other Social Platforms:

- Twitter: engage and connecting with the attendees in real-time. You will want to set up a hashtag, schedule a series of tweets, build twitter lists, and remember to live tweet.
- Other social platforms available: Pinterest event-themed board, blog, LinkedIn, google+, Instagram, snapchat...

### Influencers

- Influencers are going to do a lot of your work for you, so start by identifying the people who your audience trusts. These are people who have a broad online presence - a big audience on their blog, active and engaging social media channels, etc. Influencers have endeared themselves to their fans, and earned a window for promoting events, causes, products and choices.
- Reach out to influential people who are in the area where your event will take place. This could be a list of bloggers or experts in a particular space. Write a personal email to them or reach out via LinkedIn with a personal invitation to the event. Similar to how a PR department would reach out to media, this is a great way to connect with influencers and bloggers while building a social press list for future events
- Reach the audiences of others: ex: Dinner Concept



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Summary of Kinus Workshop 1/29/16 • Presented by Shainy Edelman, Click Consulting | Pg. 3

## Part 4: Execution (cont.)

### Press Releases:

Press releases are a major part of your PR efforts. Before you sit down to write a press release, start with these questions:

- What is the event being announced?
- What is the goal of this announcement and what do you want to achieve?
- What date is this announcement being made?
- What is the most unique benefit of this news to audience? What desire does it fill or problem does it solve? Why does anyone care? How is it different, better, new, innovative?
- Why did you plan this event?
- Are there any statistics or data that will help make the case for why this is needed?
- Is there a call to action? How does this prospective customer find out more? Do they call a phone number, go to a website, come to Chabad? (this will be used as a last sentence in the body of the press release)
- Who can be quoted in the release to bring in a relevant viewpoint (internal and/or third parties)? Always get accurate information and sign-off authorization from anyone quoted
- What publications or other media do you want to release this to? What type of tailored angle should you take in the release to get the editor's attention?

### Direct Mail Reminder Postcards

Do you want to always be top of mind? Send a series of postcards, one each week before the event starts, with fun and creative reasons why they should attend the event.

### Automated Phone Calls

What's appropriate for your audience?

- Text
- Automated Calls
- Whatsapp

### Event Sponsors

### Ads / Paid Promotions

Non-shoestring options:

- Put ads on your OWN publications
- Banner ads on websites
- Search Engine Marketing
- Outdoor advertising
- Magazine ad

## Part 5: Follow Up

Keep your attendees engaged

- Create a **recap page** on your website to draw people in
- **Email Follow-up:** All email follow-ups should be written before the event takes place.
- Post event **photos on facebook** and tag
- Social Networks: Connect with and **thank** influencers, participants etc. Promote follow up materials
- **Continue engaging event attendees** – STAY in touch.
- Don't disappoint. **Respond to emails** EVERY day, maintain great connections with past attendees.

### Measure Success

Document ROI—Return on Investment

- Survey
- Review email reports
- Document ROI for various channels
- Start developing your own list of tips and tricks that work well for your events, your brand, your niche, etc.

### Where to Begin:

- Create your own personalized marketing plan: 6 weeks before an event, 4 weeks etc.
- Build your systems!

### Samples:

To view samples of work shown during the presentation see our facebook page: [www.facebook.com/ClickConsulting](https://www.facebook.com/ClickConsulting). Follow us to see our latest designs and marketing campaigns.

## Need more Help? Here's what we offer:

Marketing • Emails — Templates + Content Setup  
Graphic Design • Copywriting Website Development  
Website Management • Social Media • Branding  
Fundraising Support • and more...

