Social Media FOR EVENTS
What we will cover:

• The 'why' behind the 'what' of social media for events
• What social platforms to use
• Event Branding - keys to generating initial interest in an event
• Creating official event hashtags
• Creating posts that storytell and build vision, create curiosity, and get people RSVPing or booking.
• Effectively using Image + Video
• Using Facebook ads to target your audience
• Simple planning and content mapping marketing tool for all stages of Events.
Why use social media for events?

- Generate interest
- Build vision + curiosity
- Save the date
- Drive traffic to your website
- Allows people to plan their holiday/visit around an event
- Share official hashtags, and create **buzz** in the lead up (lead up could be 3-6 months in advance, or further out for conferences)
- Start the conversation and set the tone
- Drive sales/registrations
- Drive sponsorship – show them you are active and engaging
- Answer questions
1) Identify where your target market are hanging out
2) Facebook + Instagram – most popular
3) Tone of the event – corporate, family, etc

**Facebook** – You can share event updates, engage followers, and create event pages. You can also target your messaging to specific groups using paid promotion.

**Instagram** – Brands get the most engagement on this image-laden social platform.

**LinkedIn** – Great for B2B and industry networking, this professional social media platform is a good choice for company news and event announcements.

**Twitter** – Use posts and an event hashtag to build excitement before and during your event.

**Snapchat** — Appeal to young audiences by building a presence on Snapchat.
Event Branding

- Consistency is key
- Keep it bright, engaging, modern, and in line with event
- Ditch black and white home printed flyers
- Collaborate – do print jobs together
- Have someone sponsor your ‘marketing collateral’
- Ensure logo + hashtags are clearly visible
- Website landing page for the event (Don’t just use Eventbrite – but link to it if you need to).
- Look for inspiration on Creative market etc.
Kinetic Art Music & Wine Interactive Show

JUN 10 7:30PM
TICKETS $25

GET TICKETS
Results for "event marketing"

3,096 design assets from independent creators

Showing 1 to 30 of 3,656 Results.
Creative Marketing
www.creativemarket.com

Get 6 free products and 10% off!  

Related:
Facebook timeline, Facebook cover, Facebook ads, Facebook post, Facebook templates, Facebook banner

Showing 1 to 30 of 20,517 Results.
Design made by you

No matter what ‘work’ means to you, Canva for Work has all the tools you need to design graphics for projects big and small. No design skills necessary: simply drag and drop.

Try it free for 30 days
Event Hashtags

- Create an #official hashtag
- Short, unique, and easy-to-understand.
- Consistency is key.
- Add to all of your social account bios
- Use on ALL communication channels
- Ensure it’s visible Better yet?
- Give people incentive to use your hashtag and share
- Branded photo booth
- Photo competitions
- Up to 6 on FB, up to 30 on Instagram

#officialhashtag #eventname #location #eventtone #personable #yourwelcome #calltoaction #savethedate
A form of marketing that ‘shows’ instead of ‘tells’. It appeals to the emotions of your followers. Creating posts that storytell and build vision, create curiosity, and get people RSVPing or booking.

- Include a video or image with EVERY post – professional and ‘real’. Ppl tap into REAL.
- Video + FB Live’s (Sharing the journey & the what’s happening here and now)
- Upload direct to Facebook (don’t just share link – use CLIPGRAB + Subtitles) – boost.
- 5c – 10c per view on Facebook video ads. Other ads converting highly too – targeted
- Think ‘lifestyle’ and build into ‘experience’
- Appropriate memes – funny videos
- +1 your posts – video + link + text + call to action + review etc
- Insta + Facebook Stories – another way to bring Brand front of mind, and keep up the engagement
User Generated Content

Create a culture of anticipation and encouraging ‘User Generated Content’.
Let the ‘selfie generation’ work for you.

#officialhashtag #havefun #theylovephotos

Let your clients market for you!

Checkin’s
Selfies with the Team
Photo tags
Conversation
Referrals
Photos/Videos
Insta posts

World of Mouth

EVENT LEAD UP
• Create buzz on social media – 3-6-12 months depending on the event

ON THE DAY
• Go live
• Take photos – professional and random!
• Post every 30 minutes, encouraging people to get to your event
• Share the journey, storytell the atmosphere, people and the event
• Share ‘user generated content’ Insta #repost
• Showcase what’s happening
• Give updates e.g. in 30 minutes Elton John will be performing
• If bad weather – use these platforms to answer questions, calm fears, and pass on important information
• Promote sponsors
Marketing Timelines

POST EVENT
• Do a video wrap up.
• Collate photos.
• Thank Sponsors
• Work out how you can use the content to build vision for your NEXT event.
• Tap into the #buzz you create, to sell tickets/sponsorship for your next event.
# Mount Barker Sunday Easter Market

**Official Hashtag**: #MBSEM19

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<tbody>
<tr>
<td><strong>Quarterly Focus:</strong></td>
<td>Mount Barker Sunday Easter Market</td>
<td><strong>Website/Landing pages:</strong></td>
<td>Eg. <a href="http://www.mbeastershow.com.au">www.mbeastershow.com.au</a></td>
<td><strong>Target Market:</strong> Families with kids aged 0-16, Grandparents, Local Mount Barker residents + 10 miles</td>
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<td><strong>Objectives:</strong></td>
<td>Increase brand awareness, get Facebook event 'interested' to 10k. Grow email database. Get bookings, secure sponsorship</td>
<td><strong>Taglines:</strong></td>
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<td><strong>Content Collaborations:</strong></td>
<td>Charities, local council, South Aust Govt, local businesses</td>
<td><strong>Hashtags:</strong></td>
<td>#eastersunday #community #mountbarker #foodandwine #localproduce #entertainment #localtalent #volunteers #countdown</td>
<td><strong>Key Team Members and Contacts:</strong> Juliet (Marketing Director)</td>
</tr>
<tr>
<td><strong>Content Assets Needed:</strong></td>
<td>Event landing page, eventbrite booking page, event branding, social media tiles/promotion information, flyers, 5 new 15 second product videos, professional photos in GDRIVE folder, Graphic design: flyer, social media tiles, email signature.</td>
<td><strong>Important Dates to Feature:</strong></td>
<td>Launch event 13th March.</td>
<td>Jason (Sponsorship)</td>
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<td><strong>Other Notes for This Period:</strong></td>
<td>Team Meetings: First Tuesday of every month 10am EST</td>
<td>Zoom meeting ID 475-556-6481223</td>
<td></td>
<td>Nic</td>
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## Monthly Theme:

### Month 1

- **Monthly Theme:** Adelaide Hills Radio, interviews with local businesses/stall holders/Mikiya Gilbert
- **Strategy:** 2 PR pieces a month
- **Weekly EDM:** Latest news, new stallholders, register now, sponsorship open etc.
- **Social Media Posts:** 20
- **Social Media Ads:** $250

### Month 2

- **Monthly Theme:** 2 PR pieces a month
- **Strategy:** Latest news, new stallholders, register now, sponsorship open etc.
- **Weekly EDM:** Latest news, new stallholders, register now, sponsorship open etc.
- **Social Media Posts:** 20
- **Social Media Ads:** $250

### Month 3

- **Monthly Theme:** 2 PR pieces a month
- **Strategy:** Latest news, new stallholders, register now, sponsorship open etc., Hurry!
- **Weekly EDM:** Latest news, new stallholders, register now, sponsorship open etc., Hurry!
- **Social Media Posts:** 20
- **Social Media Ads:** $250
- **Targeting:** Retargeting budget - keep retargeting visitors to the website for 7 days after initial visit. $250

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Market Me Marketing.com | Event Social.com.au
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| FOOD + BEVERAGE     | SPONSORS | EN
Using Facebook ads to target your audience

- On average, only about 2-6% of your Facebook followers will see posts you make on your event page.
- Pay-to-play environment - supplementing organic posts with paid social ads.
- Use eye-catching images or videos
- Short and sweet post text
- An even shorter headline — that’s still engaging
- A direct call to action (i.e., “Buy Tickets”)
- An accurate link description (i.e., “Click here to buy tickets”)
- Ads can also show on Instagram
- 2-10c Video Views
Thank you!