Constant Contact ®
Event Marketing
Online Registration and Promotion

10 Tips for a Better Event **Homepage**

The Event Homepage is an integral part of marketing your event to potential attendees. It provides the important who, what, where, and how much details, as well as other information designed to make the visitor click "Register Now." Here are 10 tips that will help make your Event Homepage a success:

1. **Details, details, details.** Unless you have a page on your own website dedicated to your gathering, the Event Homepage's main purpose is to give those looking to attend your event the logistical information, including date, time, and place. Make sure your details (including map location) are accurate.

2. **Sell the benefit.** Why should invitees actually attend your event? Tell them the benefit they'll receive by being there. If it's a class, tell them what they'll learn; or for charity events, tell them how their attendance (and donation), will help those in need.

3. **Provide a prominent call to action.** The "Register Now" button is automatically included at the bottom of your Event Homepage, but if you have a lot of information to present to would-be attendees, you may want to put additional "Register Now" buttons higher up on the page. You don't want to miss a registration because the person didn't scroll far enough down and lost interest.

4. **Fees and policies.** If there's a fee to attend your event, make sure to publish it on your Event Homepage and make your refund and cancellation policies clear.

5. **Color and theme.** Match the color scheme and theme of your Event Homepage to your business/organizational brand or choose a theme that conveys the season or holiday around your event. Your color and theme should — and can easily be — carried over to your email invitations and registration form, too. You should also add your own company or event logo to the page to increase branding.

6. **Photos from previous events.** If it's a recurring event you're promoting, add pictures from previous events so target attendees get a sense of what to expect and how much fun they will have. The cliché is true: A picture is worth a thousand words.

7. **Join My Mailing List.** Add a Join My Mailing List tag to your Event Homepage to capture visitor email addresses that can be added to your permission-based email marketing list.

   Note: You do not have to be a Constant Contact Email Marketing customer to add the Join My Mailing List tag to your Event Homepage.

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8. **List sponsors.** Is your event being sponsored by other businesses or organizations? List them on the Homepage and provide links to their websites.

9. **Testimonials from past attendees.** Like photos from past events, add testimonial quotes from previous attendees or customers as a way to sell your event to future attendees.

10. **Additional resources.** If there are there handouts, forms, or other information associated with your event, link to them from your Event Homepage for easy access by attendees. Images and PDF files uploaded to the MyLibrary feature can be shared on your Event Homepage and email invitation.

Successful, stress-free professional events start with Event Marketing from Constant Contact.

The next time you're conducting an event, look to Event Marketing from Constant Contact. It's the professional, effective, and easy-to-use online service for event registration and promotion. With Event Marketing, you can promote your events, capture and manage online registrations, and track and report on your event's progress.

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