

Promoting In-person and Online Events





Remember how special it made you feel when you were invited to attend a birthday party? As great as it felt for you back then, Constant Contact can help you create the same feelings for your customers when you bring them together for exclusive events, online or in-person, fostering a deeper connection with your products or services.

In this guide you will learn how to use Constant Contact to manage and host compelling events for your customers to boost your bottom line. You'll find out why it's important to set specific goals for your event, how best to schedule your event, and how to create your invitation to draw the most registrants, all using Constant Contact.



Setting goals

Before you even decide to host an event for your customers, it's important to ask yourself what you want to achieve. Customer education? Community building? Drive more sales? All of the above?

Whatever you decide, it's important to make your objectives measurable and decide how you're going to measure your success and then tailor the content of your event appropriately to ensure your guests get as much out of the event as you do.



Picking (and saving) the date

Choosing the right date for your event will help maximize the size of your audience. Make sure your event doesn't compete with other events your customers might already be committed to attending, and ensure you don't compete with yourself by scheduling your event near the deadline of any other big business project you might be working on.

Keep seasonal weather conditions in mind as well to make it easy for your customers to attend. Also, be sure to give yourself enough lead time to get organized. As efficient as Constant Contact solutions are at helping you streamline the event management, it's probably not a good idea to try to bring your customers together on short notice.

Finally, once you've chosen the date that works best for you and your customers, send out a 'save-the-date' email using Constant Contact to ensure your customers keep that date open for you.



Creating the invitation

In the eyes of your customer, your event starts with the invitation they receive by email, and more specifically, with your email's subject line. The subject line is your chance to grab your customer's attention, to instill within them a sense of urgency, motivating them to open and read your message. Pro tip: keep your subject line short and sweet to maximize readability across all types of email clients.

Always remember that you're asking your customers to take time out of their busy schedules to attend your event, even if you're hosting the

event online and no travel is involved. Therefore, it's vital to make sure you articulate the benefits of your event as clear and compelling as possible. When you let them know what's in it for them right from the start, you're more likely to draw the crowds you desire.

Now that you have articulated the 'why' of your event, make sure the email you send using Constant Contact is personalized and covers the logistics—the what, where, when, and the how much if a fee to attend is involved. And finally, when you keep the content as concise as possible you help your customer make a positive decision about your event. Less here, is definitely more.

When you organize your event using Constant Contact's event tool, you get a custom event landing page where you can present all the information about your event in one place, along with any extra details your attendees might need.



Sending friendly reminders

With the invitation sent, cross promote your event with regular posts to your Facebook page, Twitter feed and other social media sites where your business has a presence. And, don't forget to include date and registration reminders in the issues of your newsletter leading up to your event. Not only will this help you continue to recruit attendees, but it will help build excitement for registrants as your event nears.



Following up

Once your event is in the books, follow up with your customers to thank them for coming. Segment your post-event list to communicate with no-shows to let them know they were missed, and to fill them in on exactly what it was that they missed. Include links to relevant presentations and other show takeaways in your follow up email.

Include a link to a short post-event survey to get feedback on your event from attendees. This will help you refine your next event to address the specific needs of your customers. Add a text box to the end of your survey inviting your customers to share their thoughts about your event, be they

positive or negative. If you happen to receive feedback from unsatisfied participants, follow up with them directly to address their concerns constructively.

Finally, write a follow up report providing the highlights of your event for your next newsletter. This builds further affinity with attendees as you remind them of the great time they had, and shows those who couldn't be there what they missed, motivating them to be there in person the next time you host an event.

Use Constant Contact's event web page for up to 30 days after your event to post any information your attendees might be looking for, such as presentations, downloads or links to attendee-only special offers.

Stress-free event management

Successful, stress-free events start with Constant Contact's professional, effective, and easy-to-use online event promotion and registration tools. Use them to capture and manage online registrations and track and report on your progress as you get closer to your next event.