## **EVENT MARKETING** FROM A TO Z

### STEP 1: SETTING UP YOUR EVENT



### STEP 2: PROMOTION



1. SEND OUT A "SAVE THE DATE" EMAIL.



2. POST UPDATES ON YOUR SOCIAL MEDIA PROFILES



3. USE A QR CODE FOR YOUR INVITATIONS AND EVENT MATERIALS, SUCH AS PRESENTATIONS AND HAND-OUTS.



4. CREATE A BRIEF VIDEO INVITATION &

POST ON YOU





6. REFER TO THE EVENT



**5.** WRITE **BLOG** POSTS ABOUT THE EVENT WITH A CALL-TO-ACTION TO DRIVE REGISTRATIONS

STEP 3: SOCIAL MEDIA-SPECIFIC EVENT PROMOTION

PREPARE TWEETS YOUR EMPLOYEES CAN SHARE

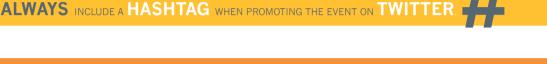


SOCIAL MEDIA SHARING LINKS THROUGHOUT YOUR EVENT PAGES.



START A COUNTDOWN TO YOUR EVENT ON TWITTER.

8...7...6...5...4...3...2...



FOR FACEBOOK PROMOTION, POST IMAGES OF PREVIOUS EVENTS.



Like

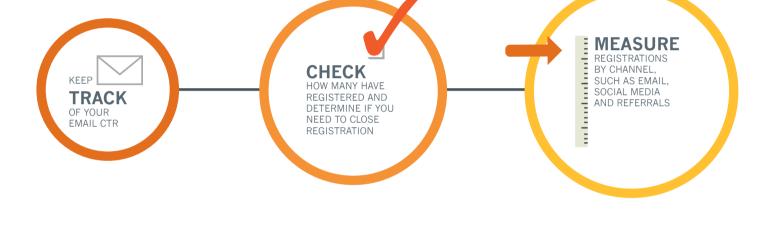
LAUNCH FACEBOOK "LIKE" PROMOTIONS WITH DISCOUNT CODES



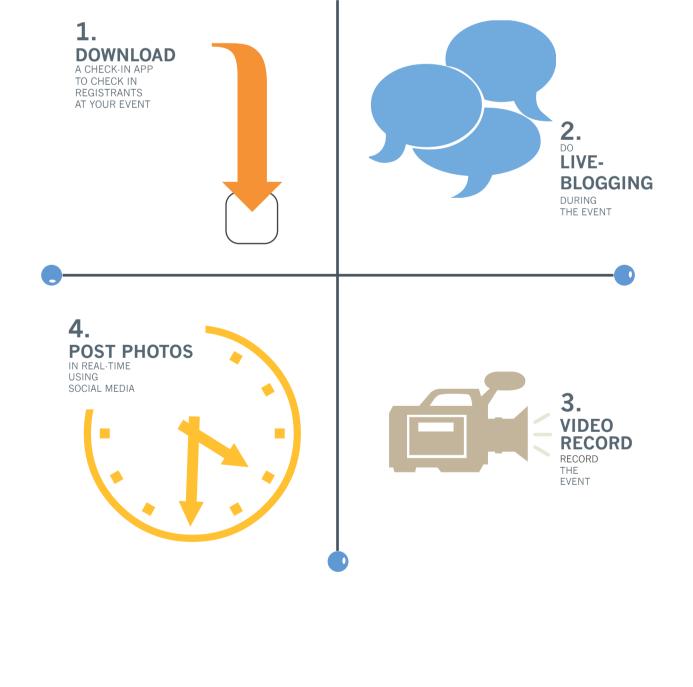
in

SEND LINKEDIN GROUP INVITATIONS

STEP 4: TRACK YOUR PROGRESS



STEP 5: RUNNING THE EVENT



# SEND A SURVEY TO ALL ATTENDEES

STEP 6: FOLLOW-UP POST EVENT







REMIND PEOPLE OF YOUR UPCOMING EVENTS AND GET EARLY REGISTRATIONS

WANT TO MARKET YOUR EVENTS





**LEARN HOW** IN THE **FREE WEBINAR** HOSTED BY **HUBSPOT** & **CONSTANT CONTACT:** 



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