

MARKETING FOR ENTREPRENEURS



HOW TO PACK AN EVENT

MARKETING

ARTFULLY

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DISCLAIMER

I wanted to write this little book to share with all my tribes what I do to get people to come to my events and what I have seen others do to get people in the seats.

I have to start this with a warning! If you are looking for perfect, there is nothing to see here. I am providing this ABSOLUTELY FREE - you don't even have to give me your email address (although I would love if you sign up for my newsletter at www.marketingartfully.com). If anyone is charging you for this ebook, please let me know.

That having been said, this is not going to be perfect. The grammar police will have to put their stunners on hold for a bit. The graphics may not be great, but they should be legible-ish.

If you see a glaring error in a process or a missed step, please let me know and I will fix it. If you see a mis-spelling or a misplaced comma, not so much.

I wish for you half the success I have achieved with speaking and all the fun I have had meeting new people.

Tara Jacobsen
Marketing Artfully

HOW TO PACK AN EVENT

INTRO

If you are going to hold events you better get good at making friends and business partners. Just as no man is an island, no one will EVER get a bunch of people into their event without some help from other people.

Some ways that I make friends:

Social Networking

I belong to Facebook, LinkedIn, Twitter and other social media. I actively try to get new friends, connections and followers. There is a link at the end of this book if you would like to find out how to use these sites.

Real Life Networking

This is where you go out and meet other human beings, shake their hand and take their business cards. You should add all those people to your email database and also “friend” them on Facebook!

Attending Other People’s Events

I have to say that I have made some REALLY dear friends at events that I did not host. These people are WONDERFUL for your future events because people that go to events tend to go other events (deep isn’t it?)

Ask Your Friends To Refer You

I get LOTS of people to my events by word-of-mouth. Find the people who are connectors in your database and tell them what you are doing - they will tell other people, they just have to!

TYPE OF EVENTS & ORGANIZATION

What Type of Event Are You Holding?

There are many types of events you can have, these are just a few and this little book will not tell you how to do any of them - that is for another day!

Seminar or Training
Mastermind
Podcast
Teleconference
Product Demonstration

Networking Session
How To Workshop
Appreciation Party
Open House

How To Organize Your Promoting

I am TERRIBLE at being a secretary and sometimes forget how to use the lights on my car. Because of these character flaws (and many others), I have developed systems for what to do to promote my events, that way it is not a brand new project every time. This is a list of what I do, modify it to make sense for your business.

I will be covering each of these items later in this book in more depth.

1. Make a page on your website with all the information about your event
2. Schedule a Meetup.com
3. Go to Facebook and make an event
4. Go to LinkedIn and make an event
5. Send out an email to your database inviting them to the event
6. Harass your internet friends to spread the word
7. Make a flyer for your event to hand out

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YOUR WEBSITE OR BLOG

I highly recommend that you make a page on your website or blog with all the information about your event. This does two things, gives you a place to drive people to and also puts all your information in one place so that when you want to cut and paste it into all the other places you are consistent.

You need to use all your SEO (search engine optimization) skills to make sure the title, description and keywords are good so google and the other engines will like you.

Frequency and Time

You need to tell people the frequency of your events. Is this a one time thing or is it reoccurring? What time is the event, does it go over multiple days?

Selling the Sizzle

Remember you are trying to get humans to your event! Make sure you tell them all the great things about your program. Talk up yourself or your speakers. This is not the time to be shy, if you are not excited about selling your event, no one will be excited to come to it!

Cost

Here is a big one! Are you going to charge for the event? I tend to keep cost of entry to everything I do free or VERY low cost. The exposure your business gets by you being an expert is invaluable and you can always “sell from the stage” to make some revenue.

If you are going to charge, make very clear how people should sign up and pay - meetup.com, your shopping cart, paypal, etc.

[Internet Mastermind Example Page](#)

MEETUP.COM

Meetup.com is WICKED cool. It allows you to post your events online where people are looking for things to do!!! There is a very low cost (under \$100/year) and you can post all of your events in one place. Meetup is VERY user friendly! It is made for non-techie people to be able to post.

Meetup Tips

- I see MANY people put too little information on their meetup event. Even if your event is totally free, it costs people their time so you have to let them know the benefit of attending.
- EXACT directions are vital. I know, everyone has a GPS BUT humans want to be REALLY sure they know where they are going or they won't show up.
- Make sure to have information about the organizer and contact information so people can call for information if they want. I can assure you most will not call but the ones who do are interested in coming!
- Have low barriers to entry. Facebook will ask if you want to hide your location, I don't think that is a great idea. You can ask the people who are joining your group A BUNCH of questions and make them tell you their whole life story - I hate that! Make sure you are welcoming these strangers who are agreeing to give up their time to see you.
- Put pictures of happy humans on your group. This is a not so subliminal way to tell people they will have fun or learn something.

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MEETUP.COM (CON'T)

What Has Meetup Done For You Lately?

How often does a website make things EASIER for you? Well meetup is that site!!!

- When someone gets signed up they get an automatic confirmation email sent to them that you can customize.
- You can send your whole group an update email easily.
- They will remind your group the day before your meetup.
- AND, drum roll please, they send out an email every week to people in your area telling them about all of the meetups in the area and even highlighting the ones that match their interests!

Once you have your meetup group set up, put a link to the group, not the event, at the top of your website or blog (you only have to do this once - from then on you will drive people to your meetup group for signing up or collecting the fees).

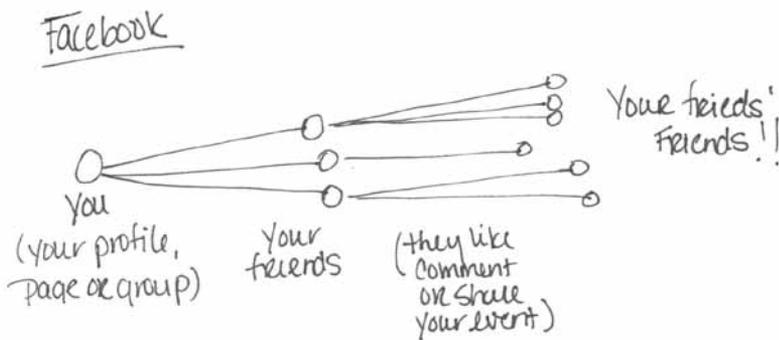
[Meetup Group Example Page](#)

FACEBOOK.COM

Facebook is a social networking site that allows you to connect with other humans and share all kinds of things like links to great content, information about your business AND your events.

This ebook provides information about the process of promoting your event and is not meant to be a comprehensive guide on how to physically use all these different sites. Please see the link at the end of this book if you need to know how to use any of these features!

The first thing to do on Facebook to promote your Events is to grow a tribe. The way Facebook works is that people who are your “friends” get to see everything that you post or have links to so the more friends you have, the more influence you will have. The TRULY remarkable thing happens when your friends’ friends get to see your events! Those are people you would have no direct way of reaching who have had your event “suggested” to them by a trusted source - brilliant!!!



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FACEBOOK.COM

To load your event in Facebook, make sure you have the events app loaded and then click the bottom of the screen where there is a little red calendar icon.

Once you have all information about your event in place, time to share! You can go to your profile or page and share the link to your event. If you add it to a page it automatically goes to your profile - bonus!!!



The next thing you want to do is share your event with special people. Special people are your “friends” who have lots of friends.

The final thing you can do to promote your event is to use Facebook marketing. They have pay-per-click and pay-per-view options AND can directly target people in your geographic region if you are holding a live event.

NOTE: Even though I have the event listed on Facebook, I still put a link to the Meetup.com group or event so that they can sign up there. The automatic features of Meetup far outweigh any pitiful attempt that I can do to stay in constant contact with my attendees!

Visit the [Marketing Artfully Page on Facebook](#) and become a fan!

LINKEDIN.COM & OTHERS

LinkedIn.com is great for business to business networking. I will say that they make it much harder to connect with people so if you are just starting to build your tribes, start with Facebook!

That having been said, I have gotten people to my events from posting events on LinkedIn and also have been able to capitalize on the connections of my connections. If you skipped Facebook and came right here, go back and read it and this will make sense.

You get to your events on LinkedIn by going on the right-hand-side of the page and clicking “See events your connections are attending”. There you can go to create events and fill in the forms like you do in all the other services. Then you want copy the link to that event and post it to your status updates on the home page.

I would say that this is my least effective way of getting people so if you are time challenged, do it last!

Other Services

The websites listed in this book are not the only ones you can use to invite people, they are just what I have found to be effective. Here are a few more I see people using:

- Evite
- MeetingWizard
- Anyvite
- Pingg
- Smilebox

I have not used them and so cannot say if they are great, easy or hard.

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CONNECTING WITH HUMANS YOU KNOW

Here are some other great ways that I get messages to humans I know:

Email Your Database

If you do not have a database, get one. I do not have a huge list, my list is loyal followers who enjoy the information that I send them. That means that when I send out a message about an event I am holding or that I think would be good marketing-wise, they tend to believe me!

Email Your Friends' Databases

If you are doing a BIG event and want to get great reach, ask your special friends (ones with large mailing lists) to include your information in their monthly newsletter or just have them send out a message about your event. **YOU NEED TO WRITE IT FOR THEM!** Have I made myself clear? Your friends will never love your event like you do so make it **REALLY** easy for them to spread the word.

Make A Flyer For Your Event

Lowest tech, easiest to do! Make a flyer with the who, what, where and when of it all. Print it 4 up on a 8.5X11 piece of paper and cut that in 4 pieces. Have them on you at all times to hand out to humans you meet!

Lastly - Generally Harass Your Friends

My friends **ALWAYS** know what I am planning next and are my biggest supporters. Whenever I know I am going to be doing something, I call them and give them a head's up to look out for their invitation so they can share!

I hope you have enjoyed this ebook! Please feel free to pass it along to anyone who could use help promoting their events!

I live and work in the Denver/Boulder, CO and Clearwater, FL areas. If you would like a speaker to come and talk to your company or a group of small business owners, please visit my site's free training section.

If you would like more information about how to use Facebook, LinkedIn and Twitter please go to our

[Social Networking Videos On MarketingArtfully.com](http://MarketingArtfully.com)

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