EVENT MARKETING STRATEGY

(SAMPLE ONLY)

Top 5 tools to promote your event:

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| **BANNERS** | **EMAILS** | **POSTERS** | **FREE PASSES** | **BROCHURES** |
| Hang a banner in your common area as a ‘coming soon’ attraction up to 3-4 weeks prior to your event. | *Send promotional emails to your members:*  4 weeks out from the event  2 weeks out from the event  7 days out from the event  24 hours out from the event  *Send promotional emails to your guests:*  2-3 weeks out from event  7 days out from the event  2 days out from the event | Post in common areas  Refresh regularly using new images | Coaches, members to distribute to friends, networks, prospective members 2-3 weeks pre event.  Send as an event invitation to non-converted guests and prospects you have come into contact with over the past 3 months.  Offer a contest or reward for members who have passes returned. | Have available at entrance 2 weeks pre event and ongoing.  Coaches and members to distribute to as needed.  Give to prospects along with free pass. |

**Don’t forget to link to your website, Facebook and Twitter to create more interest – at no cost!**