EVENT MARKETING STRATEGY

(SAMPLE ONLY)

Top 5 tools to promote your event:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 event2 weeks out from the event7 days out from the event24 hours out from the event*Send promotional emails to your guests:*2-3 weeks out from event7 days out from the event2 days out from the event | Post in common areasRefresh 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!**