Eventbrite

# How Events Can Automate Their Marketing to Sell More Tickets



Whether you're targeting double-digit attendance growth or launching your first event in a new market, promotion is key. But if your team is wasting their time manually pulling email lists, optimizing ads, or scheduling social media posts, you'll only fall behind.

That's where automation comes in. Technology is one of the differentiators between brands that are "meh" at marketing and those that take it to the next level. Automating promotions empowers your staff to invest in new ideas and makes your spend more effective.

> "In terms of marketing efforts... it's just me. I have limited bandwidth to make sure literally everything happens, so I need to put my energy where it matters.
>
> Danielle Launders, Community Events Manager, MozCon

To better attract and convert new attendees — without the extra workload — have your staff investigate these automation solutions.

01

## Automate your organic social media marketing

### In this day and age, manual social media management is simply not sustainable.

Automating your social media marketing is necessary not only to save time, but also to keep up with the always-on nature social media.

Hootsuite is a trusted automation tool that lets your team schedule all of your social feeds at once. Instead of logging in and out of social networks multiple times a day, your team members can use their time to plan new strategies to engage attendees.

02

## Automate your paid advertising

In a 2017 Eventbrite survey of nearly 500 organizers who manage marketing for their events, almost 70% said they spend between $1,000-10,000 on paid ads annually. But if you don't use automated technology to manage those ads, you may be wasting your money. Historically, your team may have managed ads directly from platforms like Facebook. But as you launch into new markets with more and more events, your team will need to create and monitor campaigns on a bigger scale.

**70%**

The majority of event marketers spend $1,000-10,000 on paid ads annually

**6X**

Automated retargeting ads drive an average of six times ROI for events

Make sure your money is driving the most revenue by placing a tracking pixel on your ticketing or registration page. Then, your team can automatically track return, optimize spend, and retarget buyers based on behavior. **This automation can drive an average 6X return on investment for events, with one music festival seeing 14X ROI.**

Here are four top-shelf, paid advertising platforms your marketing team can use to maximize ROI:

- **AdRoll**: Your team can use AdRoll to manage and optimize your **ads across the web** from one platform. Use their retargeting tech to display your ads to people who have visited your page but didn't purchase.
- **Boostable**: Create sophisticated custom ad campaigns on **Facebook and Instagram.** Just choose your budget then Boostable creates the ads, finds the best target audience, and monitors the campaign, sending you weekly email updates.
- **ToneDen**: ToneDen's self-serve platform helps you target the right people on **Facebook and Instagram.** The tool uses a smart algorithm that helps you build and test different segments of your attendee audience. When you're ready, the system will create and manage your advertising campaigns and automatically optimize your ads, day and night.
- **Radario**: Radario's ad retargeting extension hones in on **Facebook** users who've been to your events before. You can capitalize on that proven audience to increase repurchasing and customer engagement for your next event.



**PRO**
TIPS

### Manage your ad campaigns through your Eventbrite dashboard

If you're using Eventbrite to sell tickets or registrations, Boostable and ToneDen have built-in integrations that you can manage without leaving your Eventbrite Dashboard. Use these integrations and tracking pixels to identify your top performing campaigns and adjust spend.

03

## Automate your email marketing

Email automation platforms like MailChimp and Emma automate your email campaigns. No more juggling lists, no more spreadsheets.

These platforms also give you the ability to design customized emails and feed you reports on which campaigns perform best. For example, you can automatically send personalized emails when customers take specific actions. This is key, because emails tailored to a target audience improve conversion by 355%.



**PRO**
TIPS

### Sync new attendee data into your email platform

If you use Eventbrite, you can import your attendees directly from your ticketing platform into your MailChimp lists. Don't want to import everything? No problem. You can set parameters so that only attendees who meet certain criteria will be added to your email lists. This takes the manual work out of weeding and pruning lists.

Prefer Emma? Eventbrite's integration lets you add events right to your Emma campaigns and track the resulting ticket sales.

04

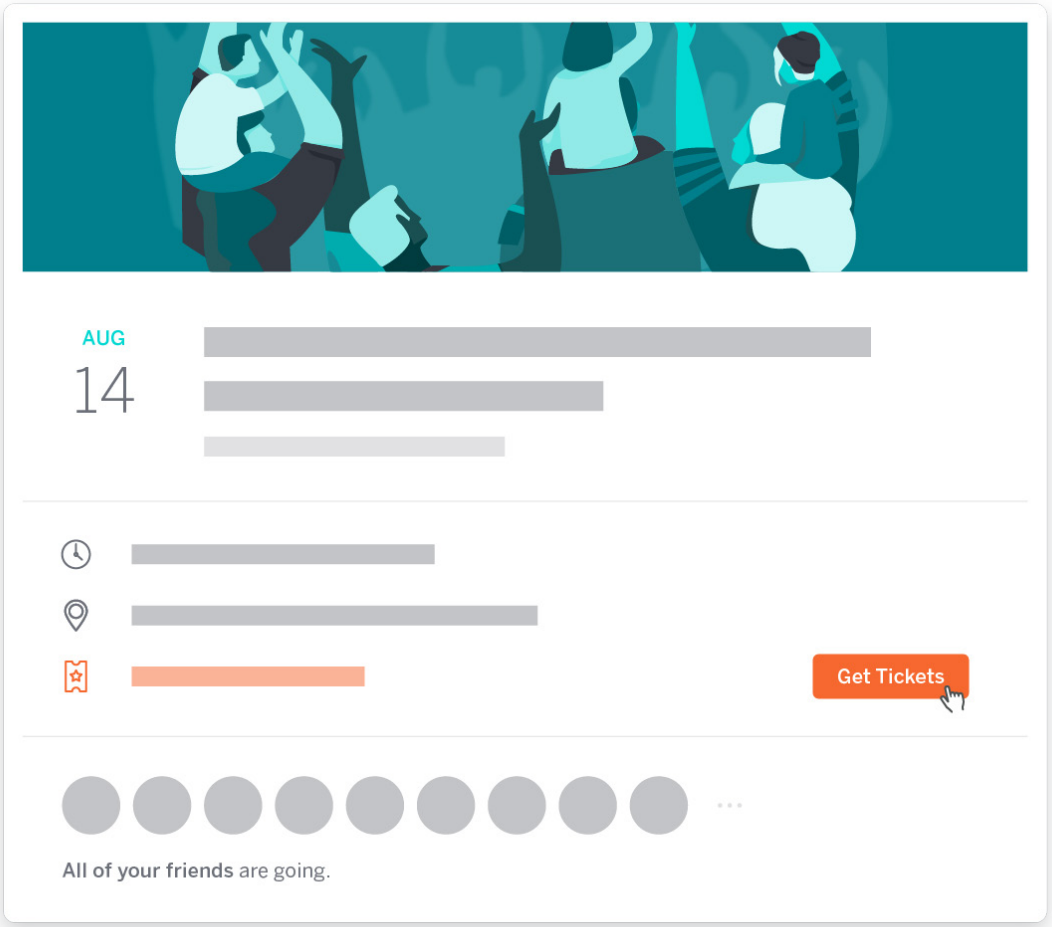
## Automate event discovery and distribution

How do you reach new event-goers, especially in new markets? One strategy is to be featured on event discovery sites — think Facebook Events, Goldstar, and Eventful.

But publishing each event to these listing sites individually is a big time commitment. That's why your ticketing or registration partner should automate the process. The best technology also places native "buy" buttons on these site, so customers get a streamlined buying experience.

2X

Double sales and free registrations by automating ticket purchases on Facebook




If you're using Eventbrite, this promotion will happen automatically to promote your events on these discovery sites — and embed native ticket purchasing. And by allowing people to purchase tickets on partner sites, you can drastically boost your bottom line. In fact, **events that sell tickets directly on Facebook drive 2X more sales and free registrations on average than events that redirect to a ticketing page**.

## Automate the rest of your event technology

You'll only feel the impact of marketing automation if the rest of your event technology is equally streamlined. After all, if you're spending all your time on uploads, exports, and technology troubleshooting across tools, you won't be able to focus on the strategic marketing initiatives that will grow your event.

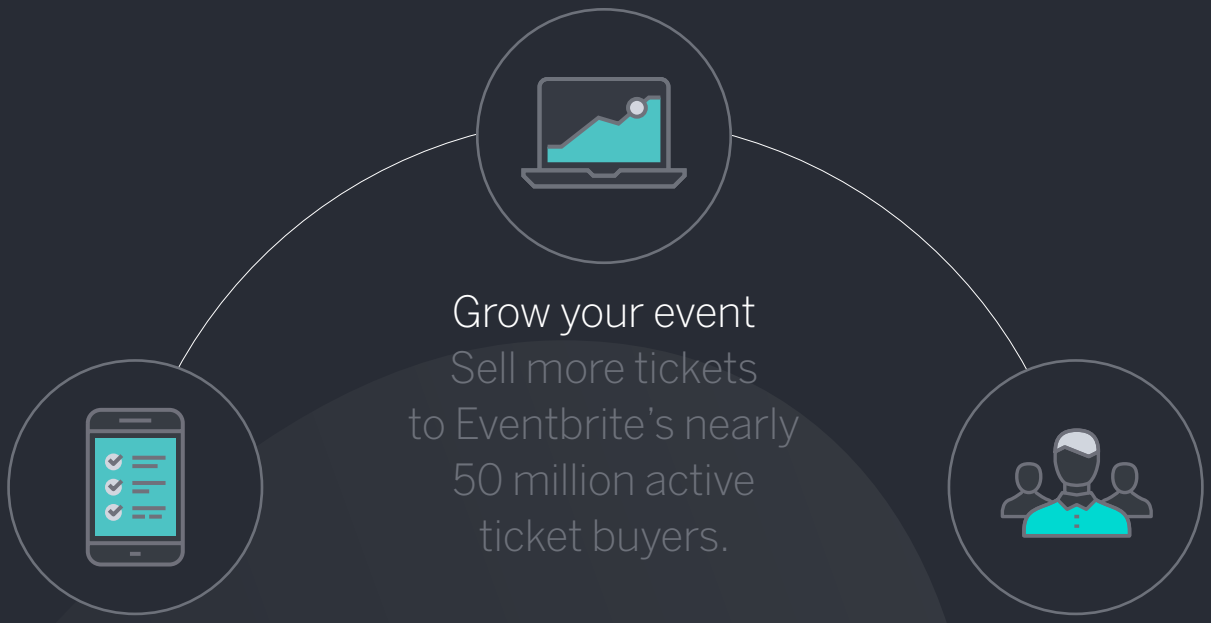
To learn how you can build the foundation for an integrated tech stack using your ticketing and registration platform, contact us here or call (866) 902-2531.

# Eventbrite

## Powering more than two million events each year.

Eventbrite is the world's leading event technology platform. Hundreds of thousands of organizers use Eventbrite to boost ticket sales, promote and manage events, handle on-site operations, and analyze results across multiple sales channels.

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### Grow your event

Sell more tickets to Eventbrite's nearly 50 million active ticket buyers.

### Simplify your planning

Promote, manage, and analyze your event from any device.

### Impress your attendees

Delight with ease of purchase, convenient ticket access, and speedier entry.

**Talk to an event expert**

**View on-demand demo**

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