



PROMOTING YOUR EVENTS



Planning an event for your organization, business, or group? It can be hard to remember to advertise in all the necessary places, but we have some tips to help you get the word out to the community!

CREATE A CONSISTENT MESSAGE:

Start with deciding event details and creating a consistent message. Make sure to share this with everyone on your committee; you can type this up in a google doc or word doc.

UPDATE YOUR OWN WEBSITE:

Your platform is the first place you should have information, so you can link to this page. Get everything up on your website in an organized way, so people can easily find all the details.

ADD TO THE BE HERE CALENDAR:

Let us help you promote your event! The Be Here calendar can be found at beherevenango.org/events and we also share events on social media and send an email out once a week. Click the button at the top of the page that says "add your own event to the calendar," for a simple form to fill out.

SCHEDULE SOCIAL MEDIA POSTS:

Spread the word on Facebook, Instagram, or wherever you're active on social media. If you don't have a lot of time (or if you tend to forget) take a couple hours every so often to schedule posts out. Do a variety of posts with details, sponsors, and photos. Facebook live is a great way to engage people, too.

CREATE A FACEBOOK EVENT:

Social media posts are helpful, but Facebook events are even better. They allow you to invite people and send reminders to those who have RSVP'd. Be sure to link the event to your website and create posts in the Facebook event discussion every so often.

SEND OUT EMAILS:

If you have an email list, schedule messages to go out to your contacts about the event. If you don't have an email list, this is a great time to start! We're big fans of Mailchimp, which lets you curate visually appealing emails with photos, links, and more.

DON'T FORGET TRADITIONAL MARKETING:

Although digital marketing is great for promoting events, don't forget about flyers, press releases, and if you have the budget, paid ads like chamber newsletter inserts or newspaper/radio ads.

UTILIZE PERSONAL CONTACTS:

Sometimes the best way to tell people about your event is through personal phone calls, emails, Facebook messages, or conversations. If you know people who would love your event, or if you have a list of people who have attended it before, try to reach out to them one-on-one.

Visit the Be Here Events Calendar at:
BEHEREVENANGO.ORG/EVENTS

