



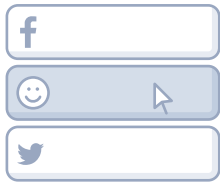
# BEST PRACTICES FOR MAXIMIZING REVENUE

## EVENT PROMOTION A PLAYBOOK FOR SUCCESS

When you have an event coming up, it's important to be as prepared as possible in order to maximise your revenue. The main area that you should devote particular attention and effort is around marketing and promotion to your potential customers.



When looking to promote an event, one of the first questions that content owners need to address is which marketing strategy to use. The question typically focuses on the three most common elements: Marketing Channels, Content Plan and Platform tools.



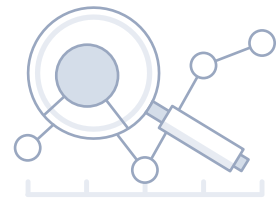
## Marketing channels

Which channels are available to you directly to help you promote your event, and which channels are out there that might be interested to hear about your event and have a relevant audience to you?



## Content Plan

What do you say when promoting an event, and how does this vary with the different channels that are available to you? How do you schedule these updates and what message is effective?



## Platform Tools

What is available as part of the InPlayer platform to help you to promote your event. How do you best use these and what's most effective?





# MARKETING CHANNELS

There are generally two types of marketing channel available to you; the first one is your own channels (**“Owned Media”**) and the second one is channels outside of your organisation that have an interest in your event (**“Partners and Common Interest”**).

## Owned Media

Your own channels are generally the easiest and cheapest way to access an audience and promote your event.

These channels are part of your brand and are already engaged with what you are doing. Sometimes, if you have a sizeable and engaged audience, promotion through your own channels may be the only marketing outlet that you need in order to be effective. So work them wisely and effectively!

### Owned Media Channels

- **Your website**
- **Your email list**
- **Your Social Media channels**
- **Company Blogs**
- **Any Off-line presence**  
(physical stores, trade shows, etc.)



## Partners and Common Interest

There's an entire network of communities and individuals that will have an interest in your event. This might be through an existing partnership with you, such as your resellers, suppliers, etc., or those individuals that have a common interest with you.

These might include influencers in your industry, bloggers in your particular sphere, news outlets, industry peers, etc. All of these companies have their own audiences and networks - which are very useful to you if you can reach them in the right way and the right messaging.

## Paid Media

If you have available budget, it's useful to combine the above activity with some paid marketing. There are many paid channels available to you and you can choose to spend as much or as little as you wish, in order to promote your event.

For many of these options, the targeting opportunities offered can be very granular indeed.

For example, Facebook enables you to target audiences by age, gender, region, particular interests and also target by the websites that people have visited!

### Partners and those with Common Interest

- **Influencers**
- **Companies with similar interest**
- **Industry bloggers**
- **Existing partner ecosystem**
- **News sites**
- **Relevant topic websites**

### Paid Media Options

- **Facebook ads**
- **Instagram ads**
- **Twitter ads**
- **Snapchat ads**
- **YouTube ads**
- **Google ads**
- **Media partnerships**
- **Website sponsorships**
- **Banner advertising**

# CONTENT PLAN

The content will vary according to the channel being used - e.g. messaging to your existing email database will be different to the information that you provide to industry specialists. It may seem obvious, but make sure you include the URL that takes you to the landing page or promotional page of the event, to give your audience easy access to sign up.



With this multitude of channels available to you to promote your event, we recommend that you create a bespoke content plan in order to effectively promote your event. This content plan will focus on promoting your event to the right audience, at the right time, in order to drive sales. Best practice for producing a

Content Plan is to map out the three key parameters in the weeks leading up to an event - what you are going to say, when you are going to say it and what channel you are going to use. This will help you to visualise the schedule and spend time on each piece of communication to make sure it achieves its objective.



# PRODUCT TOOLS

The InPlayer platform provides a host of features that can help you with your marketing and promotion. These tools are available as part of the product suite, so you can take advantage of them as part of your monthly plan.

## TOOLS WHICH CAN DELIVER VALUE TO YOUR MARKETING ACTIVITIES INCLUDE:

### Pre-sales

Allow customers to register and pay for an event in advance of the event, so that they are committed.

### Early Bird

Consider an early bird price for those who register early, as this commits them to the event early and also encourages them to talk about the event with others.

## Social Sharing

Once customers have signed up, encourage them to use our social sharing tools to let their own networks know that they have signed up. This can be a powerful tool, enabling your customers to promote your event to their own social media audiences.

## Coupons

The platform allows you to create discount coupons in order to promote your event. These can range right up to a 100% discount if you wanted to offer free access to particular audiences. Coupons, in combination with paid campaigns or affiliate marketing, can be a great way to widen your reach and appeal to audiences outside of your immediate network.

## Syndication and Affiliates

Our platform provides the ability to create multiple versions of the paywall, enabling you to syndicate the event to different parties and enable them to offer the event to their own audience, whilst you control the event.

## Referral Tracking

The reporting tools allow you to see who has referred customers to your event. This helps you to see which ones have been successful for you and also potentially enables you to create revenue-share arrangements with them, so that they are incentivised to help you promote the event.

We hope you have found this overview useful.  
Want to learn more about to successfully promote your event?  
Please **contact us** or your Account Manager.  
We will be happy to talk to you about the options available.



Web: [inplayer.com](http://inplayer.com)

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