

# Event Planning Summary

Information is based on Eventbrite 3 PDF downloads.

[www.eventbrite.com.au](http://www.eventbrite.com.au) Ranked #213 website in Australia.

Globally there are 80 million customers. 3 million events in 2017.

Google search show upcoming Townsville events in Featured Snippet underneath #1 Google position.

## Web Visitors to Attendees

How difficult is your ticket purchase process?

How many steps does it take to check out?

Do you need to log in or make an account to buy tickets?

Are your ticketing company's fees hidden?

How many of your site visitors turn into attendees today?

What's your purchase process like on mobile?

How much time and money go into your other strategies to drive more sales?

Eventbrite helps with higher website conversion to event attendees.

## Essential Guide to Event Marketing

### Marketing Channels

Marketing Channel	Cost (\$-\$\$\$\$)	Reach*	Targeting Capabilities**
Email	\$\$	Medium	Targeted
Paid social media	\$\$\$	High	Targeted
Organic social media	\$	Low	Broad
Paid search and display	\$\$\$\$	Medium	Targeted
Event discovery sites	\$	High	Broad
Retargeting	\$\$\$\$	High	Targeted

### Email

Members List

Guests List

Benchmark email open rate 26%.

Use specific event subject line to improve open rate.

Benchmark event link click through rate 4.95%. Choose audience segments that would like the event.

### Organic Social Media

79% of Australians use social media.

Does this network make sense for the content you're producing?

Do your potential attendees spend time there?

The below table shows social media demographics for Australia, based on the Sensis Social Media Report for 2016.

Social Network	Summary	Usage by gender	Usage by age
<b>Facebook</b>	Most widely used across the internet	97% of women 94% of men	99% of 18-29 year olds 94% of 30-39 year olds 95% of 40-49 year olds 91% of 60-61 year olds 95% of 65+ year olds
<b>Twitter</b>	High-income millennials who consider themselves "information junkies"	14% of women 25% of men	33% of 18-29 year olds 20% of 30-39 year olds
<b>LinkedIn</b>	Unique among the sites as the only professional networking platform. Most popular with educated, slightly older users.	26% of men 21% of women	12% of 18-29 year olds 30% of 30-39 year olds 34% of 40-49 year olds

Multiple social media accounts can be managed with Hootsuite or Buffer. E.g. Scheduled posts, monitor engagement, respond to audience.

## Paid Social Media

The power of social media doesn't lie in its reach — but in its ability to reach the right people.

### Targeting Methods

- Demographics - age, gender, location.
- Firmographics - target specific companies, industries, company size, roles, skills. Business 2 Business.
- Behaviour & interests - hobbies, device use, preferences.
- Custom or tailored audiences - Input past attendee emails.
- Lookalike audiences - Audience similar to your Custom Audience.
- Keywords - target specific keywords or hashtags.

## Search Engine Marketing and Display Advertising

When you want to promote your event anywhere else on the web, Google AdWords is your destination. Google's advertising platform helps the world reach your most valuable customers on YouTube, Google Search, mobile apps, and over two million websites.

- Choose good keywords. Write 3-4 ad variations for testing for the best.
- Target region

Click thru rate - Percent on user who click your ad.

Conversion rate - Percent of people viewing your ad click on to event booking action.

Quality Score - The relevant of your ad to the destination landing page. E.g. Headings match. Topic match.

Tracking Pixel - Cookie used when someone clicks on your ad. Retargeting on cookie users can occur later.

## Search Engine Optimisation (SEO)

For most events, search can be expected to drive between 5-10% of ticket purchases or registrations.

To make sure your event gets found on search, consider the following web page tips:

- Title tag - Include location and event type.
- H1 headline - Similar to the title with keywords.
- Location - Event address and possible map.

On Eventbrite own website the event address is included.

## Event Discovery Sites

Facebook Events <https://www.facebook.com/events>

64% of urban event-goers turn to neighbourhood guides to find things to do.

Eventbrite can integrate with Facebook to make a matching Facebook event.

## Retargeting

What happens when an interested event-goer lands on your event page but never finishes buying a ticket or registering for your event? Maybe they received a phone call or email and completely forgot about your event. Wouldn't it be nice if you could give them a friendly reminder?

You can use retargeting to do exactly that: display ads to people who've visited your event page but didn't hit "Buy."

With retargeting, you can turn more event page visits into ticket sales — to the tune of 6x times the average ROI.

You're showing ads to people who already know about your event — they've been to your event page — so there's no need to beat around the bush in your copy or creative. Don't be afraid to create urgency by telling them when sales for tickets or registrations end.

## Conclusion

Use this checklist to make sure your ticketing and registration purchase process isn't hurting your bottom line.

- No more than three to four steps for even the most complicated events (some outdated ticketing providers have up to 10!)
- A "Buy Tickets" or "Register" button clearly visible at all times as people scroll
- The entire checkout experience on just one page
- Fees visible upfront, so potential attendees know exactly what to expect
- No required login

<http://eventbrite.com.au/>

## Eventbrite: Pricing Your Event

1. Determine the value of your offerings for your attendees. E.g. topics, speakers, deliverables.
2. Measure that value against your competition. E.g. DevNQ, DesignNQ, iNQ, Advance QLD.