

EVENT TICKETING PROMOTIONS CHECKLIST



Come up with a campaign idea

Choose an angle, a target audience and a design style to guide all of the promotions you send out for each event. For inspiration, visit our [Promotional Materials Library](#).



Promote at your venue

Posters, leaflets, slots in printed newsletters and table talkers are all effective ways of promoting your events. Put them in popular places where many are likely to see them.



Post on all social media

Post regularly across all channels to maintain interest and reach lots of potential customers. Use Facebook Events to advertise your events and link back to your online ticket shop.



Send out email marketing

Add linked email footers about your events to staff email signatures. Emails specifically advertising an event and linking back to the ticket shop tend to be most successful.



Let us help you out

Use our Marketing Workshops to guide you in promoting your events. Visit our [FAQs page](#) for technical advice, or contact us for custom marketing packages.



Like and follow us on social media for tips.

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LinkedIn: One Tree Vouchers
Twitter: @OneTreeVoucher

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