

# EVENT MARKETING FROM A TO Z

## STEP 1: SETTING UP YOUR EVENT



## STEP 2: PROMOTION



## STEP 3: SOCIAL MEDIA-SPECIFIC EVENT PROMOTION

**PREPARE TWEETS** YOUR EMPLOYEES CAN **SHARE**.

**ADD** SOCIAL MEDIA SHARING **LINKS** THROUGHOUT YOUR EVENT PAGES.

**ALWAYS** INCLUDE A **HASHTAG** WHEN PROMOTING THE EVENT ON **TWITTER**

**START A COUNTDOWN** TO YOUR EVENT ON **TWITTER**. 8...7...6...5...4...3...2...1

FOR **FACEBOOK** PROMOTION, **POST IMAGES** OF PREVIOUS EVENTS.

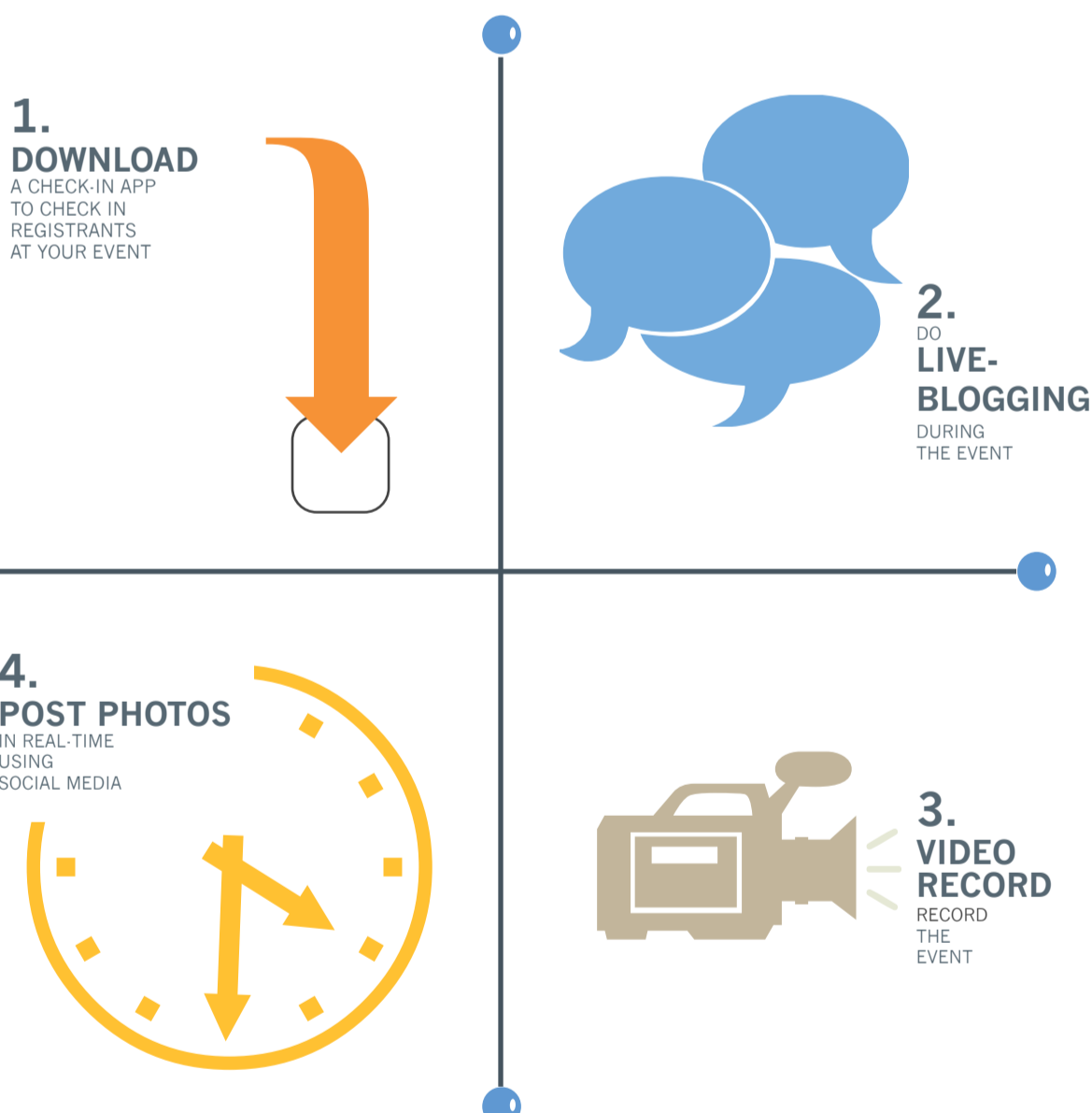
**LAUNCH FACEBOOK "LIKE" PROMOTIONS** WITH **DISCOUNT CODES**

**SEND LINKEDIN GROUP INVITATIONS**.

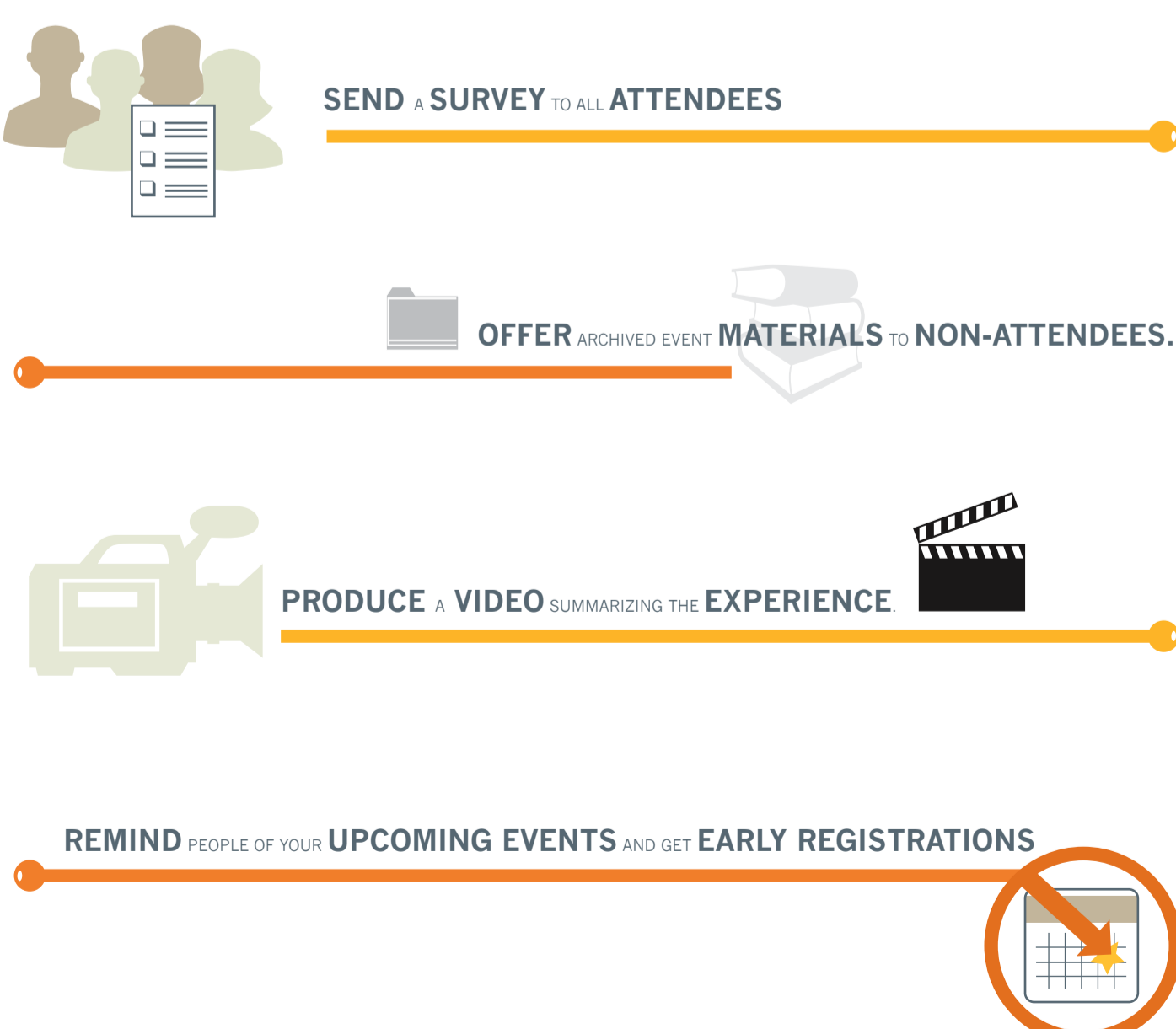
## STEP 4: TRACK YOUR PROGRESS



## STEP 5: RUNNING THE EVENT



## STEP 6: FOLLOW-UP POST EVENT



**WANT TO MARKET YOUR EVENTS**

**THE RIGHT WAY?**

**LEARN HOW** IN THE **FREE WEBINAR** HOSTED BY **HUBSPOT & CONSTANT CONTACT**: [WWW.HUBSPOT.COM/EVENTS](http://WWW.HUBSPOT.COM/EVENTS)

