

Event Promotion Checklist

Add to Eventbrite		Facebook: 'Pin' event to top	
Add to Facebook (use the Eventbrite tool to import details)		Facebook: Share in appropriate Facebook groups	
Schedule in event invitations to your list using Eventbrite (send 1 month before)		Facebook: Share updates in groups when appropriate i.e. when the page admin hosts event promotion days	
Email: Send individual emails to people in your network who share events		Facebook: Schedule in regular updates on your own pages	
Email: Send individual emails to people who've expressed an interest in similar events in the past		Facebook: send event invitations to people direct	
Email: Add to next newsletter		Facebook: send direct message to a select group	
Linked In: Share in appropriate groups		Facebook: thank and interact with anyone who mentions the event	
Linked In: publish a blog 2-3 weeks before with a call to action for the event		Facebook: Do a cost vs benefit analysis, set a budget and consider Facebook advertising. Offer a freebie as an incentive	
Linked In: send direct messages to a select group		Facebook: host a Facebook Live prior to the event	
Bloggng: invite others to blog about the event, contact bloggers who blog event roundups		Twitter: @ mention anyone involved in the event in scheduled tweets	


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Linked In: Share regular updates		Twitter: RT any mentions of the event by others and reply with thanks and comments	
Blogging: Write and share at least one blog post		Twitter: DM as appropriate	
Press: send tailored press releases to appropriate media contacts on your list (editorial calendars can be several months in advance so plan a long time ahead)		Twitter: Schedule in multiple updates up all the way to the event. Change the tweet, change your hashtags, have 'countdown' tweets in the final few days i.e. '2 days to go until...' etc.	
Blogging: Invite bloggers to the event, feed and water them in exchange for sharing		Press: for larger events, invite press contacts as appropriate	
Blogging: Guest blog on other people's sites with the event as a call to action		Press: Use any opportunities to be interviewed or talk about your events (i.e. local radio)	
Blogging: invite others to blog about the event, contact bloggers who blog event roundups		Pinterest: pin blog posts, images and other content (i.e. press mentions) for the event	
Do a cost vs benefit analysis, set a budget and consider booking a photographer / videographer for marketing after the event		Webinar: host a free webinar in the run up to the event as a teaser (i.e. a Q&A). Webinars are great for list building and creating video content for future marketing.	
Instagram: share images / video before, during and after the event		Print some flyers – distribute to community spaces (i.e. coffee shops)	
Flyers: take a bunch with you and talk about the event at any other events you attend		Talks: give talks at other events (i.e. networking, training etc.) and mention your event	

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