



Tiny Marketing Actions

Recipe Book

Event Promotion





Happy Cooking



Welcome to your mini cookbook of Tiny Marketing Action recipes for event promotion. In this collection, we have chosen some specific actions to activate connection with your ideal members and enable you to run your own professional marketing campaigns and create truly awesome graphics, videos, and emails—regardless of your resources or skills.



Get Ready for Tiny Marketing Actions

Tap your motivation

Most business owners don't run toward marketing activities. Instead, they prefer to work on the fun part of business, or focus on doing the thing people pay them to do.

Maybe your jam is helping people untangle their finances, or learn how to renovate their home on a reasonable budget, or automate functions in their business so they feel less stressed and more in control of their day.

In order to keep a natural momentum with marketing, you need to consistently tap into why you love the work you do. This just means you intentionally reflect on positive emotions and financial benefits associated with the work you're doing. Follow this recipe to get ready for any Tiny Marketing Action.

Recipe

- 1 Find a quiet space to sit down and reflect
- 2 Recall a time when you were absolutely in the flow with your work, and your client was thrilled with the process and results
- 3 Write down what was at the root of that joy and flow for you. To get specific about it, ask yourself "What was I witnessing that made me feel so alive?"
- 4 Put this insight in places where you can quickly recall it: As the screen saver on your phone, on the wall in your office, in the desktop of your computer,

The things that motivate you in your work do not have to be gargantuan. They can be things like:

- Watching the look on someone's face when they finally understand how to read a profit and loss statement
- Receiving a text from a client saying "I got the contract!" (my favorite!)
- Witnessing your client on stage delivering a powerful keynote after seeing them fret and struggle with their confidence
- What matters is that you identify and recall as often as you need to why sharing your ideas and expertise, being visible to people who could benefit from your services and investing in the mission of your business matters to you and the world.

So when you wake up and ask yourself in the mirror "do I really need to write that email or LinkedIn post right now?" you can confidently say: "Yes I do. Because my work has meaning, and it feels great to see its impact."



Recipe #1

#1 Reach out to your PB&Js

One of the best ways to get referrals is to reach out to another business owner who provides highly complementary but not competitive products or services to your ideal customer. In your world of events, you are likely surrounded by catering companies, florists, photographers, videographers, graphic design firms and marketing agencies.

Recipe

- 1 Identify a PB&J partner (a partner that who you think has sticky ideas like jelly to peanut butter) who ideally already works with an ideal client of yours
- 2 Send them a quick message to request a 20-minute catch up
- 3 In this catch up, ask them 3 questions: 1) Who is your ideal client these days? 2) What is your preferred way to receive referrals? 3) Is there any kind of client you do not want to work with?
- 4 Then you can flip the script and tell them your 3 answers
- 5 This can start a more solid referral network



Recipe #2

#2 Write a LinkedIn Recommendation for a favorite partner

Referrals are the lifeblood of many professional service businesses. Happy clients tend to refer their friends and colleagues, but happy partners often have a wider circle of perfect fit referral clients.

When you write a LinkedIn recommendation for a favorite partner, it does three powerful things:

1. **Support and strengthen their brand.**

Referrals can help prospective clients have confidence to hire and trust your partners. When their business does well, so does yours.

2. **Invite reciprocity**

LinkedIn makes it easy for someone to write a recommendation back for the person who wrote the original recommendation. Reading your recommendation can be a nudge for them to return the favor, as long as they feel the same about you!

3. **Stay top of mind**

If it has been awhile since you have worked with the partner, seeing your recommendation can remind them to send clients your way. In the noise and hustle of day to day life on the Internet, it is good to find ways to stay top of mind.

Recipe

- 1 Look back at work you have done with contractors or partners
- 2 Identify someone who stands out as truly exceptional, and who was fun to work with
- 3 Go to their LinkedIn profile and click on the "More" button next to the "Message" button. Select "Recommendation" then begin to write. Don't overthink it -- see if you can write a strong recommendation in 5 minutes!



Recipe #3

#3 Write a pillar post

While larger than a Tiny Marketing Action, writing a pillar blog post about a topic extremely relevant to your audience can leverage organic search and bring qualified prospects to your doorstep.

Depending on your specialty and niche, your topic may vary. The key is to provide a thorough, detailed and easy to read answers to common questions your ideal prospects have.

Recipe

- 1 Evaluate the key questions most prospective clients ask you about your services
- 2 Choose the most important or relevant question, then outline and then write a detailed, informative blog post that answers all the key questions
- 3 You can send this post to interested prospects during the sales process ("These are great questions about setting an appropriate budget for a corporate event. I have outlined the key considerations to take into consideration in a blog post, would you like me to send it to you?")
- 4 When your prospects see that you are helpful, knowledgeable and resourceful, they are more likely to trust you with their event planning



Recipe #4

#4 Make planning visual

Most people who need promotion for their event have a very poor sense of what it takes to do it effectively, how long each phase takes, and the order in which to do the promotional activities.

If you lay out the planning process in an easy-to-understand infographic, you will both demonstrate your expertise in effective event promotion, as well as reduce overwhelm and confusion in the mind of your prospect.

Recipe

- 1 Sketch out the phases, milestones and timelines for the types of event promotion services you provide
- 2 Use an easy-to-use template-based graphics platform like PosterMyWall to lay this out
- 3 Share this image on social media, with a clear call to action for people to contact you to plan their event promotion
- 4 As a bonus, write a blog post with more details, and include the infographic in the post



Recipe #5

#5 Highlight success stories

Every event organizer dreams of a packed event, full coffers and the beaming faces of happy attendees.

When you have a successful event promotion, create a short case study that highlights your client's initial goal, any fears or worries they had, what you did to reach their goals, then their outcomes.

Recipe

- 1 Identify a client who had an extremely successful outcome with their event promotion
- 2 Ask if you can interview them for a feature case study
- 3 Highlight where they started, what they feared, what you did together, and what the outcomes were
- 4 Wherever possible, share photos or videos of the case study, as well as highlights of the key data points (for example: "Sold out in 24 hours!" "Covered on the front page of the style section of the newspaper," "Raised twice the amount than last year's fundraising event.")



ABOUT PAMELA SLIM



Pamela Slim is an award-winning author, business coach and certification agency owner who works with small business owners ready to scale their businesses and IP. She is the author of Escape from Cubicle Nation (Penguin Random House, 2009, Winner, Best Small Business/Entrepreneur Book of 2009 by Porchlight Books), Body of Work (Penguin Random House, 2014) and The Widest Net (McGraw Hill, 2021, Winner, Best Sales and Marketing Book of 2021 by Porchlight Books).

Pam and her husband Darryl co-founded the K'é Community Lab in Mesa, Arizona where they host scores of diverse community leaders and small business owners.