



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:

- The smile on someone's face as they take that first bite of your signature dish.
- The sense of community that envelopes the congregation after Sunday services.
- Greeting a loyal return customer
- Finding out that a new customer was referred by an existing customer

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 Create a PB&J boost circle

One of the best ways to get a boost on your event promotion is to form alliances with other business owners who provide highly complementary but non-competitive products, services or events to your ideal audience member. We call these folks "PB&J partners." In your world of events, you are likely surrounded by businesses like catering companies, florists, photographers, videographers, artists, apparel or jewelry companies and marketing agencies. You can form a "boost circle" with these folks to agree to promote each others' events and/or specials on your social media channels. This is beneficial for everyone involved.

Recipe

- 1 Identify a short list of PB&J partners (businesses who have highly complementary but non-competitive products or services) who already speak to your ideal audience members
- 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 audience these days? 2) What events or promotions do you have coming up? 3) Would you consider forming a "boost circle" to cross-promote each others' event posts?
- 4 For those who say yes, create a calendar of things to cross-promote and a process of execution
- 5 Slowly build this list with quality partners and watch your attendance and social media followers increase



Recipe #2

#2 List your event on local directories

Most local communities have multiple organizations who are trying to drive interest and traffic to events in their downtowns or neighborhood businesses. These can be organizations like visitors bureaus, downtown organizations, city directories, chambers of commerce and independent directories run by local influencers.

These directories often cover an entire year of events, so ensure your event planning process includes a checklist of posting on local event directories within their designated posting date guidelines.

Recipe

- 1 Search for directories that promote local events in your area. Use search terms like "Visitors Bureau <your city>", "Local event directories in <your city>" or "What to do in <your city>"
- 2 Create a list of the directories with contact information, posting guidelines and timelines
- 3 Each time you plan an event, ensure it is listed in all your designated local directories. As part of your event planning process, create a simple template for event listings that will make it easy to provide all the necessary information to each directory. Since new directories pop up on a regular basis, repeat Step 1 of this recipe on a monthly basis and update your list



Recipe #3

#3 Create an exclusive event for registered attendees

When hosting an event, there are windows before, after and even during the event that leverage your use of space, setup and participation from VIPs.

Creating exclusive events like a pre-show meet and greet with artists or VIPs, preferred seating or special prizes such as signed shirts, posters or product giveaways can drive interest and early registration.

Recipe

- 1 Determine the available windows of time for an exclusive event before, during and after your main event
- 2 Design an exclusive event during one of the available time windows for select attendees that either costs more, or is free to a limited number of registered attendees (this will drive early registration)
- 3 Create promotional materials to publicize this exclusive event including posters, social media banners, reels or stories that include all the instructions for signing up. Include time-limited sign up dates to drive early registration. PosterMyWall has many templates to use to create these materials
- 4 Overdeliver on your special event, making guests excited they chose to participate. Encourage photos, videos and social posting to boost interest in future exclusive events



Recipe #4

#4 Create an event-related contest

Creating a contest for a live event can be an excellent way to engage your audience, generate excitement and increase attendance.

The best types of contests for increasing attendance before an event are social media sharing contests, while the best contests for generating buzz for future events will be a photo or video contest at your event.

Recipe

- 1 Lay the foundation for your contest: set your objective, choose the format, determine eligibility, select your prizes and determine judging or winner selection process
- 2 Develop your contest materials and promote on all your marketing channels, including social media, store or event venue windows (where applicable) and your email list
- 3 Run the contest, and announce and celebrate the winners through your chosen channels. Provide materials for the winners to share on their social media, such as winner badges
- 4 Follow up after the event and continue to engage with the contest participants and winners. For social media share contests, each contest participant has raised their hand to say they feel comfortable promoting your brand, so even if they did not win, they can still become bigger fans and advocates for future events



Recipe #5

#5 Collaborate with an influencer

Influencers can drive significant interest and attendance to local events. You want to find folks who are aligned in values, who have a highly engaged following and who have a defined structure for influencer partnerships.

Influencer projects can range from a set number of social posts about your event to having them show up live to the event and host special activities.

Recipe

- 1 Identify the local influencers who are aligned with your target audience and event topic. Find them using simple search queries such as "food and cocktail influencers in <name of your city>" or use platforms and directories like Grin, Upfluence or Influence.co
- 2 Identify your top 3 influencer candidates and connect with them
- 3 Create and test one small campaign with one influencer for a specific event to see if they drive an increase in audience or social media traffic
- 4 Expand successful campaigns into longer engagements, such as special events or ongoing content partnerships



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.