



# EVENT MARKETING CHECKLIST

- Build event on your website – we like to use Eventbrite for event management and registration!
- Decide how you want to send out invites
  - You can use software like Paperless Post or brand it using easy graphic design software like Canva and blast it to your invite list via your email CRM.
  - Send out an initial email invitation to your desired guest list.
- Create a Facebook event and link it to your business page. Add the event details and branding, and be sure to invite your desired Facebook friends and clients!
- Make sure you're posting about the event on all your social channels.
  - Twitter
  - Facebook
  - Instagram
  - LinkedIn
- Consider having flyers or postcard-sized invites on-hand to personally invite clients you see throughout the day.
- Send out at least one more promotional e-blast to your desired guest list ahead of the big day – make sure you note how excited you are to see them!
- Send a reminder email the day before the event, with an emphasis on the details attendees need to know, like where the event is, what time they should arrive, where they should park, and include information like any special treats in store and a dress code, if one applies.
- After the event, send out a thank you, with links to photos (Facebook albums are perfect for this!).