

# Crash Course #3: Become a Marketing Guru

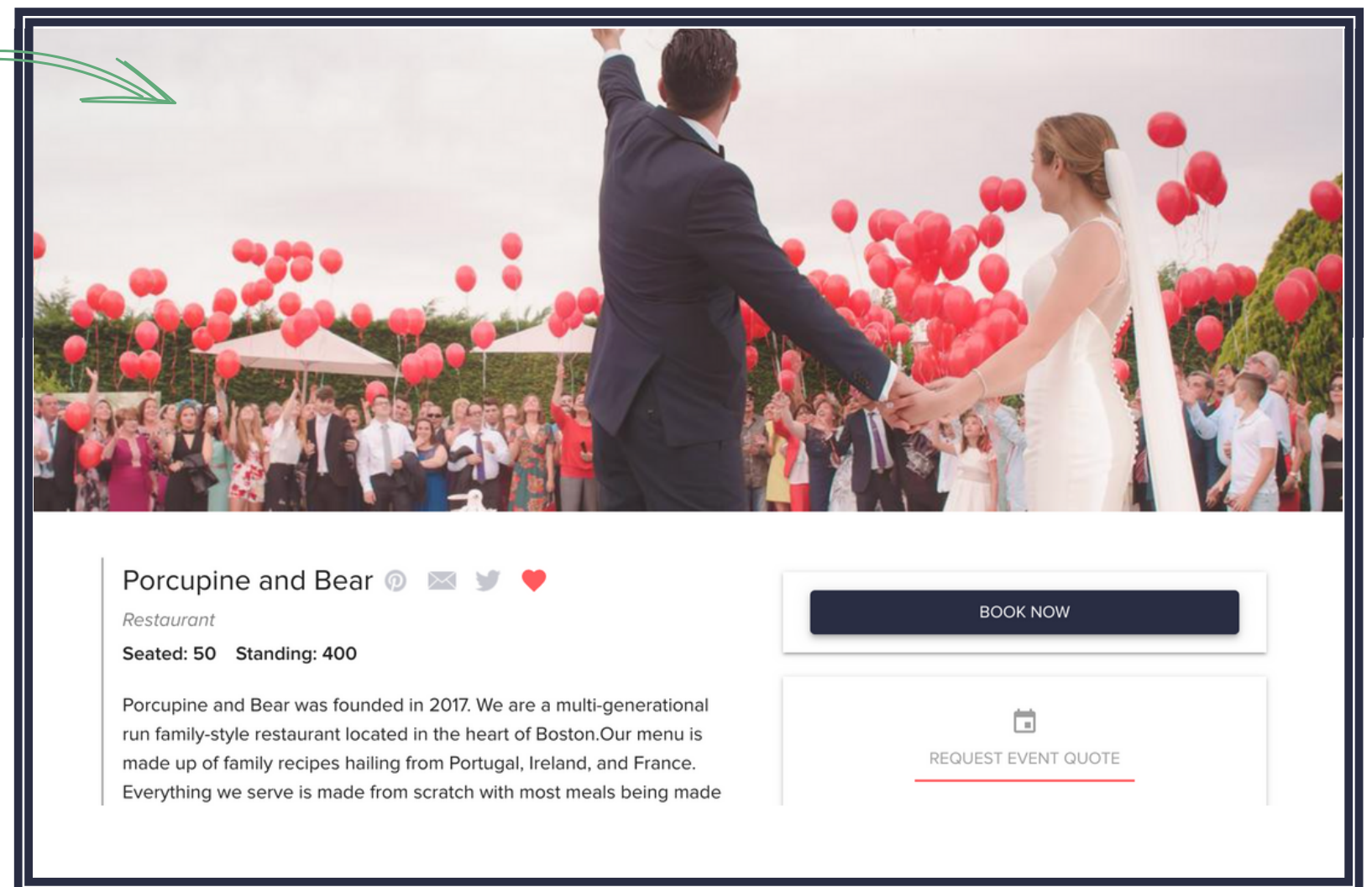


Marketing both your venue and the events you host is the best way to help customers and event planners find your venue and understand the type of events you hold. Try out these marketing tips to help generate leads and get your venue on the map!

## Lesson No. 1: Add your listing to your website.

Many venues that host private events have a section on their website to collect event inquiries. Linking your EventUp listing allows those inquiries to go directly to an organized portal rather than get lost in your email inbox.

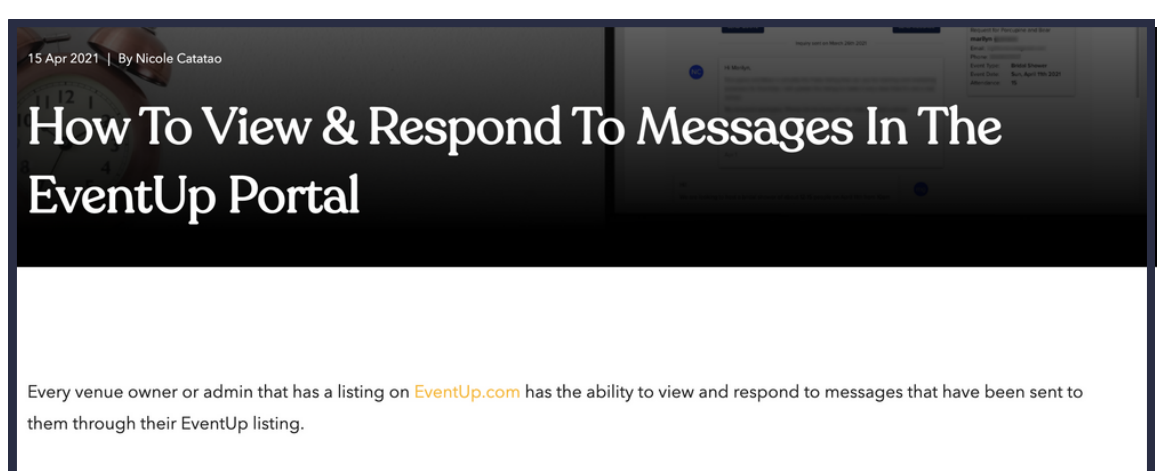
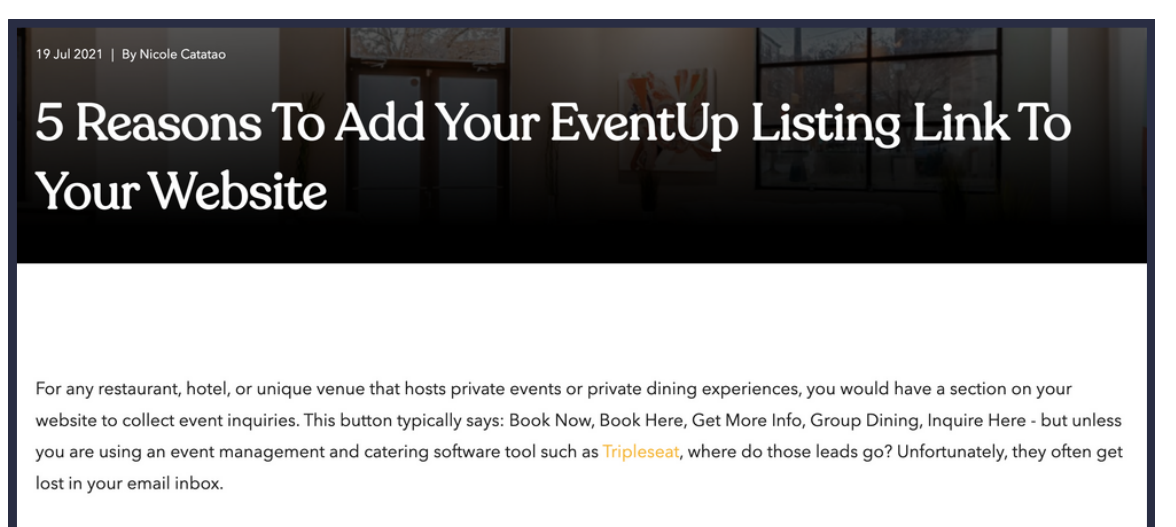
HOME ABOUT US **BOOK NOW** GALLERY



*What happens when  
you link your listing:*

- Drive more traffic and leads to your venue.
- Gain access to a portal to manage and track incoming leads.
- Never miss out on event revenue again.
- Set up automatic email responses by event type to streamline communication.
- Create a better experience for your potential customers.
- Help with search engine optimization (SEO) and Google ranking.

These blog posts can give you more information on the EventUp portal and the benefits of including your listing on your website.



## Lesson No. 2: Be active on social media.

Social media is a great way to advertise new and exciting events or promotions. Increasing your social media presence can expose new and old customers to your venue.

Canva is an easy online tool to help you make fun promotional images for any upcoming events!

### General Tips

- Promote events via email or your website's event calendar.
- Add your EventUp link everywhere: Instagram, Twitter, Facebook, LinkedIn, and especially your website.
- Create fun promotional videos or images to showcase your events.
- Virtual event software, like BigMarker, lets you generate unique links to track where registrants found the event - via the website, email, or social media.

Each social media platform has different ways to interact in order to engage with customers and event planners.

#### Instagram



- Use event countdowns on your story.
- Link an event in the bio - use a Linktree or post up to five links!

#### Facebook



- Create a group for your event.
- Use the call to action button on your page.

#### LinkedIn



- Use your FAQs as post content.
- Invite connections to attend events.

Remember to link your social media on your EventUp listing as well!

Porcupine and Bear



Restaurant

Seated: 50 Standing: 400

Interested in more ways to market with social media? Watch our [video](#) that shows you quick tips and tricks and then check out this blog post below that is all about promoting events with social media!

29 Mar 2021 | By Rachel Calkins

#### Promoting Your Event With Social Media

Do you have a future event on the horizon that needs to be promoted? Are you not sure where to start? Well, you are in the right place to learn some tips and tricks about promoting an event using various social media platforms.

To start, we recommend promoting events on places that are not your direct social media profiles, like via email or on your website's event calendar. When you send an email, you could direct it to the website's event calendar with registration information or to a separate registration page. Be sure to keep a consistent registration page across all platforms. Some virtual event software, like BigMarker, even lets you generate unique links to track where registrants found the event - via the website, email, or social media.