Crash Course #4: Generate More Leads

Using EventUp is one step in the right direction to start generating more leads for your event space. Learn how to optimize your listing to increase those numbers by following these lessons in this Crash Course.

Lesson No. 1: Make SEO work for you.

Raines Law Room at the William 🅿 ✉ 🐦 ♥

Cocktail Parlor and Private Dining Steps from Grand Central

Restaurant, Event Space, Other, Hotel, Wedding Venue, Cocktail Lounge, Unique

Seated: 65   Standing: 200

Steps from BRYANT PARK, GRAND CENTRAL , TIMES SQUARE and THE EMPIRE STATE BUILDING , tucked away inside THE WILLIAM HOTEL, are our exquisite DINING ROOMS & COCKTAIL PARLORS, unparalleled in the area for exclusive events. The Raines Law Room is an institution in the New York speakeasy scene. Available for private dining, cocktail receptions, mixology tutorials and team building events. Impress your guests with craft cocktails and fabulous fare in a unique venue. Perfect for corporate events, birthday parties, weddings and engagement parties.
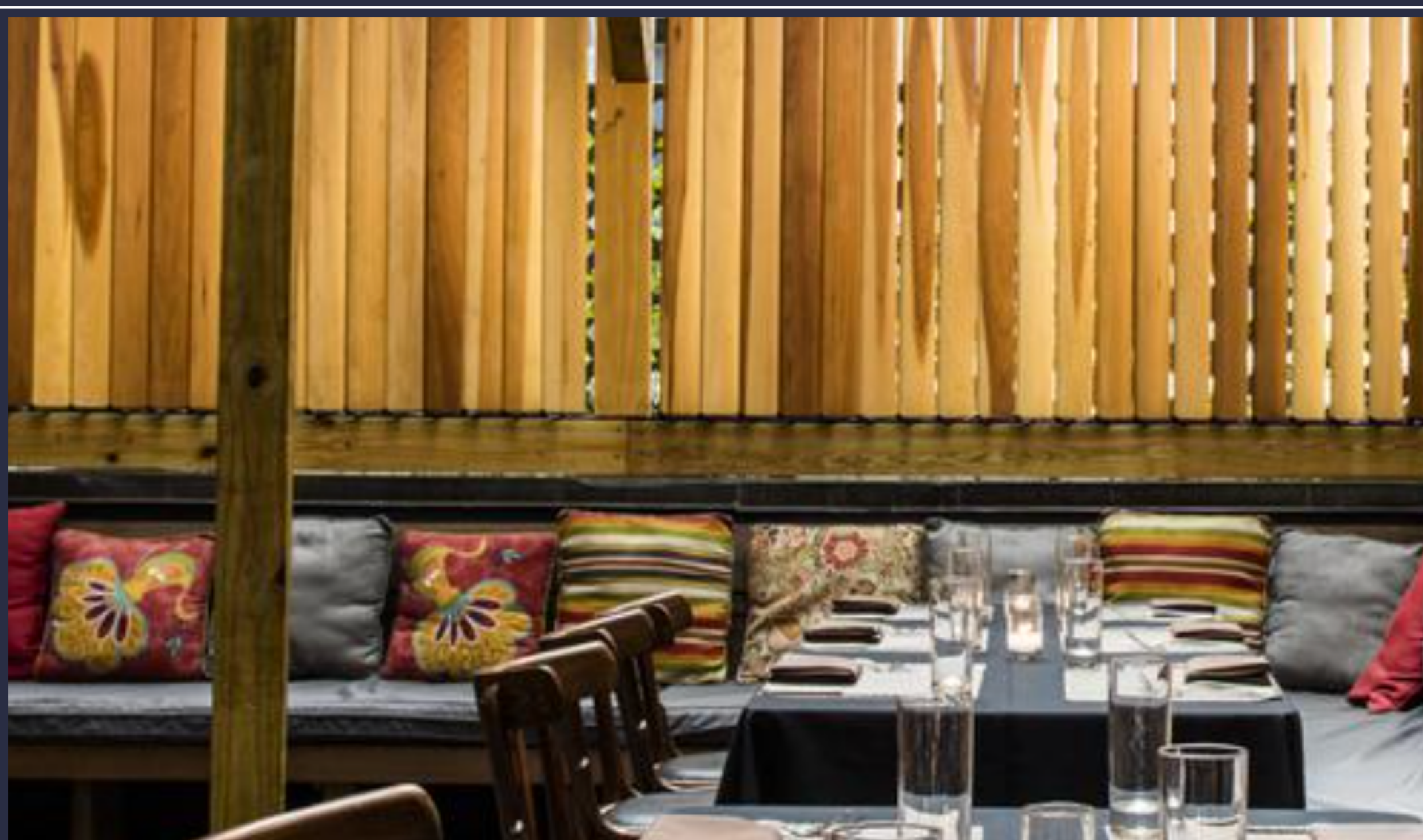
SEO: Search Engine Optimization

- Specific keywords that make your venue appear in web searches.
- Use words and phrases that potential customers use in searches.
- Use relevant keywords within your text descriptions, not just a list of keywords.
- Ability to use both frequently searched keywords as well as keywords that are unique to your venue.

Check out one of our EventUp listing's A+ venue description with integrated SEO keywords.

Let us help! Click here to access a free, editable template with common SEO keywords to build your venue description. Or use our new "Enhance with AI" feature for your venue's description!
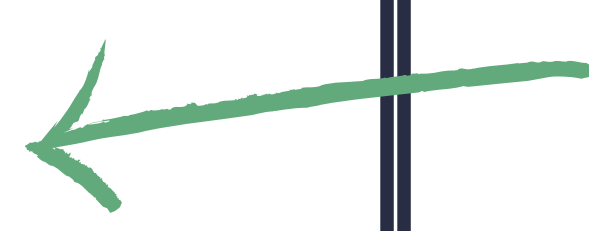
Lesson No. 2:
Edit photos for professional quality.

Consider these three important factors when selecting photos to showcase on your EventUp listing!

File Type

- EventUp accepts only three file types:
  - JPG - most common file type. Best for complex images with no wording.
  - PNG - used for more digital designs with varied colors, layers, and word content.
  - GIF - smaller files than .jpg with limited numbers of colors for faster loading.

Sizing

- Minimum size: 960 x 640
- Maximum & ideal size: 1920 x 1080
- Images that are too small will look blurry and pixelated.

Quality

- High-resolution, landscape mode, naturally lit.
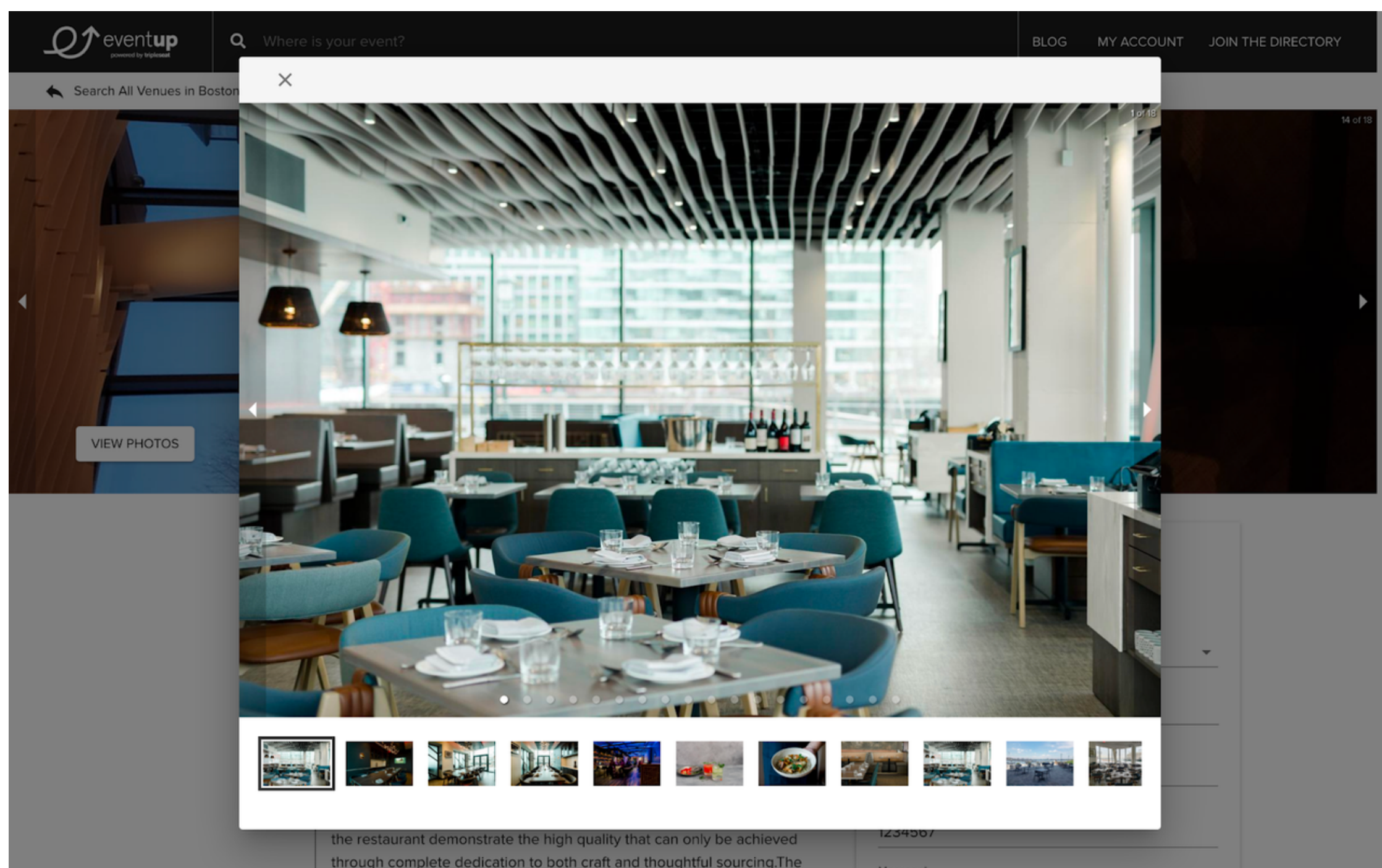- Can be mimicked with high-quality phone cameras and ring lights.

Click here for our [blog post](#) for a closer look or our detailed [video](#) on how to edit your own photos like a pro!
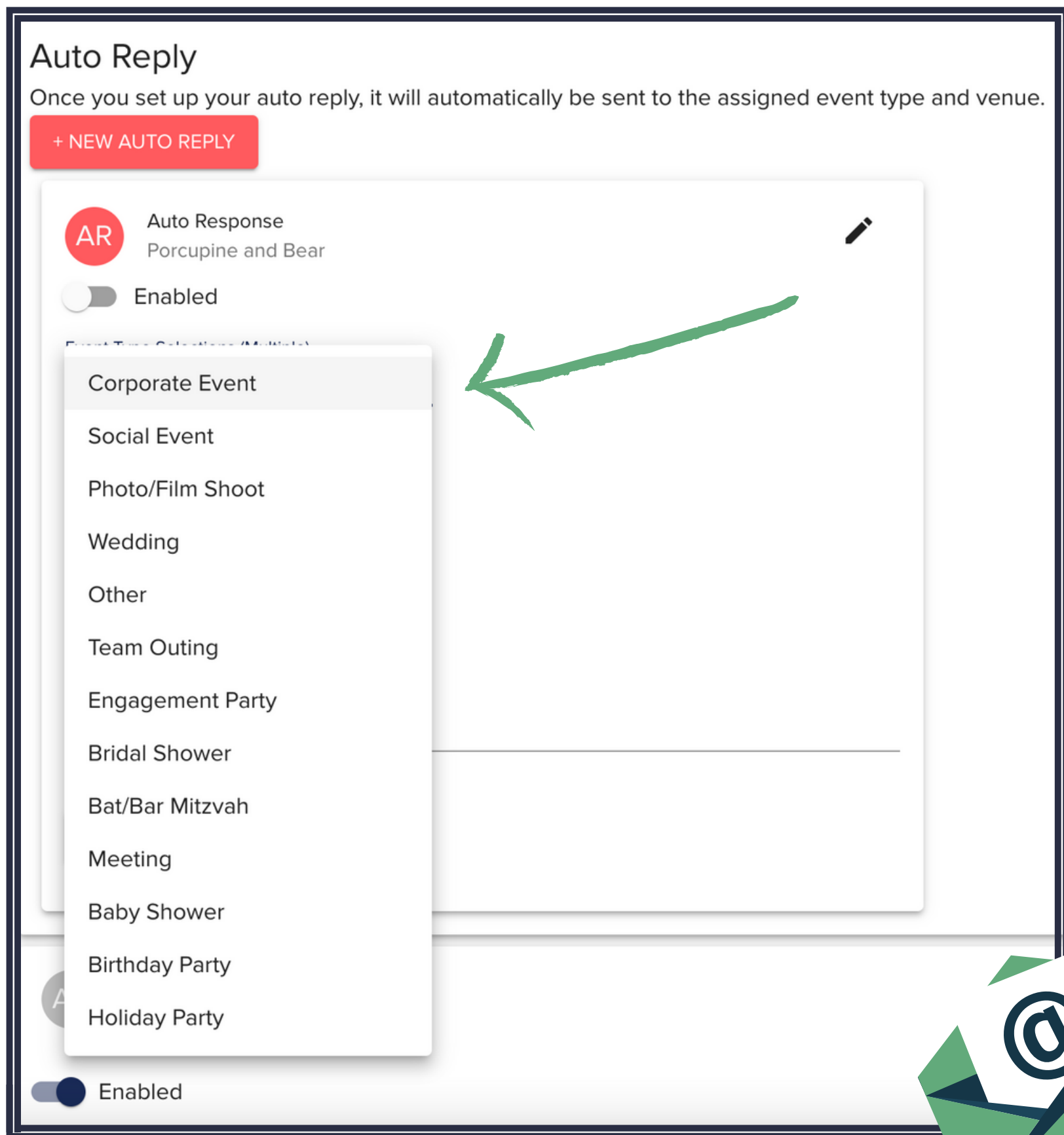

Editing Tips

Display: Always make sure your images are rotated the correct way so they do not display sideways.

Incorrect image size: Use custom image sizing and borders in <u>Canva</u> to help smaller images appear larger.

Images with sensitive information: Use the free blurring tool <u>Face Pixelizer</u> to use photos from private events and respect customer privacy.

Auto Reply

Once you set up your auto reply, it will automatically be sent to the assigned event type and venue.

+ NEW AUTO REPLY

AR **Auto Response**
Porcupine and Bear ✎

Enabled

Event Type Selections (Multiple)

- Corporate Event
- Social Event
- Photo/Film Shoot
- Wedding
- Other
- Team Outing
- Engagement Party
- Bridal Shower
- Bat/Bar Mitzvah
- Meeting
- Baby Shower
- Birthday Party
- Holiday Party

Enabled

Need help setting up Auto Responses? Check out our How-To guide or our video to get started!

Lesson No. 3:
Don't leave guests on read!

Use EventUp's Auto Responses to instantly communicate with event planners!

- Automatic emails sent to event inquiries with pre-determined messages.
- Based on event type for personalized messages and can be used for just one or multiple event types.
- Auto Responses should:
  - Be personable and helpful.
  - Set expectations for the inquirer.
  - Provide next steps to continue your conversations.
- Auto responses can be set up in the EventUp portal.

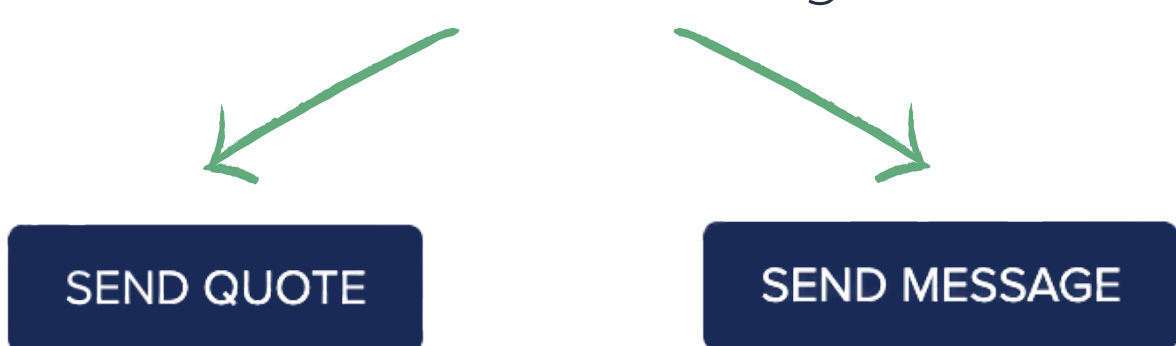**Best Practice #1: Don't just "set it and forget it!"**

Sending an Auto Response does not mean the booking is secure!

Make sure to visit your inbox to do one of the next two things:

SEND QUOTE   **SEND MESSAGE**

Best Practice #2: Understand your metrics.

Response Rate is the average percentage of messages you respond to within the EventUp portal.

Average Response Time is how quickly a venue responds to leads in the EventUp portal calculated in hours.

Check out this blog post for a closer look at how to learn about your listing's performance!

Personable ☑

Helpful ☑

Sets Expectations ☑

Provides Next Steps ☑

Hi!

Thanks for reaching out to Porcupine and Bear for your upcoming Baby Shower. We are excited about the opportunity to help you and your family celebrate this new bundle of joy.

Here are a few helpful links to get your planning started:

Menu options: www.babyshowermenu.com
Linen options: www.linenanddecorationoptions.com

Recommended vendors: www.pandbvendors.com

Our event manager Nicole will be in touch within 48 hours to answer any questions and finalize event details.

Thank you,
Porcupine and Bear

Here is just one example of our auto responses that can easily be modified for your venue. Click here to access free response templates for any event type!

Lesson No. 4:
Be transparent and available.

Event planners do not want to reach out to multiple venues with the same questions about availability and amenities. Providing this information on your EventUp listing as accurate and detailed as possible will save everyone's time and ensure more leads.

Looking for a quick refresher on how to update these details in your listing? Watch our initial video to edit a listing and also read this quick blog post about how to best optimize your listing.

AVAILABILITY

Monday: 04:00 PM - 09:00 PM

Tuesday: 04:00 PM - 09:00 PM

Wednesday: 04:00 PM - 10:00 PM

Thursday: 04:00 PM - 10:00 PM

Friday: 12:00 PM - 12:00 AM

Saturday: 12:00 PM - 12:00 AM

Sunday: 12:00 PM - 08:00 PM

Keep your hours of availability accurate for event planners.

Best Practice: Do you have different rooms with varying rental timeframes? List those in the Area section for each separate space you have!

PRICING

FRI - SAT: $100.00

FRI - SAT BUYOUT: $3,000.00

SUN - THURS: $100.00

SUN - THURS BUYOUT: $1,500.00

WEDDINGS: $2,000.00

Pricing can be set at different values for weeknights vs. weekends vs. weddings if offered.

Best Practice: Set your pricing at the starting guideline so event planners can determine if your venue is realistically within their budget.

AMENITIES

A/V Equipment   Bar Packages

Coat Check   Dance Floor

Handicap Accessible   Outdoor Space

Private Space   Street Parking

Amenities and Look and Feel are two sections that Event Planners can use as filters when searching for a venue! Make sure to be honest in this part and only offer what you truly have.

MORE DETAILS

LOOK AND FEEL

Classic   Cozy   Exposed Brick   Tall Ceilings