



## Build your following

Build your brand loyalty and grow the community around your organization. Get exposure through other systems and convert their customers into direct fans of your brand and community. Train your fans to go to your website and your Facebook page. When your main ticket sales is an event aggregation site, you are trading your entire database for a little bit of additional marketing. Don't lose traffic to another brand and community unknowingly.



## Extend your virtual reach

Leverage the reach of event aggregation sites to reach their customer base. Let them do the extra marketing for you to increase sales; while you focus on sharing your own website sales to your fan base.

When sales end, convert the new customers from the other sites into fans of your site and brand.

Find out which ticketing systems do marketing for event producers and post your events there. (e.g. EventBrite, TicketZone, etc.)

Also, there are many niche smartphone applications that aggregate events and market events for you. Spend 10-15 minutes doing a search for event posting applications on iTunes and Google Play. Find the ones that fit your event and post away!

**PRO TIP:** Your marketing efforts should be focused on driving traffic to your brand. However, selling tickets on other sites is no problem.

With Sparxo, you can import ticket sales from other sites to our check-in system; creating one seamless check-in experience.



## Partner with Local Businesses

Make a list of organizations and local businesses that match your brand. You can cross promote with them. Pitch a partnership that you can drive customers to them as they drive customers to you.

Here are some tips for your new relationship:

- Give them a custom referral tracking link so you can see if they are a good fit for future events.
- Offer them a discount code specific to their fan base as an incentive
- Place their logo on your flyer, website, and event descriptions
- Add them as event hosts to your Facebook event
- Make a flyer specific for them that has their logo as the focus so they will want to use it to promote
- Post their logo on Instagram and Facebook giving them a shout-out as an event host, tag, and hashtag them to capture their fan base



## Ramp up your marketing

Now that your reach is expanded, make sure your loyal following knows that you are a choice when it comes to Halloween events. Tag Halloween promotions to other marketing messages in the weeks leading up to Halloween. Make sure the message stands out and the link always goes back to your website.

Everyone looks for Halloween festivities and you want to stand out from the competition. Give your growing following tools to share your event.