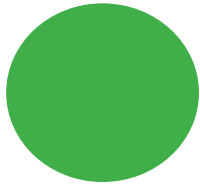


EVENTS/ENTERTAINMENT

Tips For Online Marketing & Promotions



BOOTHBAY
FESTIVAL OF LIGHTS
SHOP • DINE • SPARKLE



PROMOTION IDEAS:

- Pair with local restaurants, retailers and lodging to provide package deals and discounts
- Pair with other events to offer package deals
- Giveaway tickets online
- Discounted early bird or off-peak tickets
- PICTURES PICTURES PICTURES – Pictures sell!

ONLINE RESOURCES:

- Yelp – post your event, hours, website, photos
- TripAdvisor – post your event, hours, website, photos
- Boothbaylights.com - Make sure your listing is up to date and is a link to your website.
- VisitMaine.com - Make sure your listing is up to date and is a link to your website.
- Reach out to Mainetoday.com to get your event on their list of ‘Things To Do’
- Boothbaylights.com - Make sure your listing is up to date and is a link to your website.

SOCIAL MEDIA CHANNELS:

FACEBOOK. Facebook is a great resource but it is not a website for your business. If you have a Facebook page, and you don't maintain it, it's doing you more harm than good – especially if it's your only online presence (no website). Most of the Gardens Aglow visitors will be finding you on a mobile device. If all you have is a weak Facebook presence, you will get passed by. If you'd like to build a website – and it's easier than you think (it can take as little as a few hours) – see the website builder resources further down in this document. But if you're going to stick with your Facebook page for now, make sure it is up to date and active.

Great ways for an event to use it:

- Tickets now on sale
- Promote special aspects of the event such as sales, entertainment, raffles, prizes, winners
- Promote special ticket prizes
- Post photos of the event and of people enjoying the event
- Talk up special features and exciting aspects, content

Someone who is doing it well:

- Harvest on the Harbor : consistent posting, variety of content, promotions, promoting specific events as well as interesting content, connecting to local community, ability to buy tickets right from facebook, clear information about when and where everything is, 'About' info is thorough and up-to-date

INSTAGRAM. Instagram is a great resource for building followers and engaging in a community conversation. But it is entirely visual (photos). If you can actively take photos and post regularly, with the appropriate hashtags (always include #boothbaylights and #gardensaglow), it can be a great tool.

TWITTER. Twitter serves well to reinforce your Facebook and Instagram messaging but cannot be relied on alone.

IMPORTANT: All social media amplifies your message but you need to communicate directly through your website and email list.

OVER

EVENTS/ENTERTAINMENT

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SOCIAL MEDIA CALENDAR DEVELOPMENT:

How often should an event/entertainment venue be posting? Almost daily. You have opportunities with tickets opening, content, special nights, promotions, connecting to other local events/entertainment/features, photography of event past and present. Here are some great templates to help you develop what and when to post:

- Hootsuite. There are some great templates and instructions here: <https://blog.hootsuite.com/social-media-templates/> We highly recommend #'s 3&4
- Buffer Social. Great instructions with examples and templates: <https://blog.bufferapp.com/social-media-calendar-guide>

SOCIAL MEDIA MANAGEMENT PLATFORM:

Did you know you can sign up for an online dashboard that allows you to schedule all of your posts, to all of your channels? No more logging in every day or multiple times a day!

We recommend:

- Hootsuite
- SproutSocial
- AgoraPulse

BUILDING A WEBSITE –

IT'S EASIER THAN YOU THINK AND CAN TAKE AS LITTLE AS A COUPLE OF HOURS!

People find the info they need on the web, and more and more it's on their mobile. Facebook is a great resource but it is not a website for your business. Your energy is far better spent on a new website. The website builder recommended below is extremely user-friendly and can take as little as a couple of hours to set-up. Plus, it's mobile friendly!

Website Builder - Wix – very user friendly, inexpensive, Boothbaylights.com is a Wix site. Wix sites:
<http://www.boothbaylights.com/>
<http://www.philadelphiafurnitureshow.com/>