

HOW TO:

INCREASE
TICKET SALES
FOR YOUR NEXT
EVENT

StickyTickets
your online ticketing partner



Introduction

Organising an event is exciting, not to mention exhausting and stressful at times. Whether you are planning a charity function, a community event, a corporate conference or something else entirely, your success ultimately hinges on how many people attend your event.

This can be daunting. When you're not a professional promoter and don't have the budget to spend hiring someone to market your event far and wide, just how do you spread the word and get those tickets sold?

Selling tickets isn't a matter of luck, it has a lot more to do with putting yourself out there and using some tried and tested strategies to increase your event's

visibility and make sure people know just how great it's going to be.

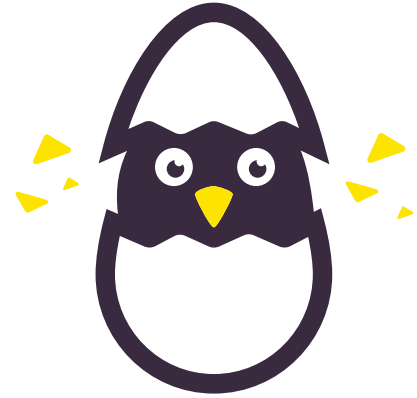
Luckily there is plenty you can do to help sell more tickets to your next event, and you don't have to be a PR genius or professional event promoter to do them. This e-book has seven of our favourite tried and tested methods for increasing ticket sales, and most of them don't require a lot of work or expense on your part.

If you're promoting an event or you're involved in its organisation, don't let your hard work go to waste with poor ticket sales. Implement these suggestions to help your tickets move fast and create a buzz around your next event.

There is plenty you can do to help
sell tickets to your next event

#1

Offer Early Bird Pricing



When it comes to increasing your ticket sales, why not hit the ground running? Offering early bird pricing for the first week or month of ticket sales is a great way to get your event off to a great start and reward those people who are prepared to commit early.

Early bird pricing is a fantastic way to increase your appeal to those people who like to feel they have snapped up a bargain, and once you have a core group of attendees you can lean on them to help you increase sales further by promoting your event to their friends and colleagues (more about that later!).

If you don't want to reduce ticket prices, you can use other incentives as part of your early bird offer. These can include product giveaways, prize entry, special seating and privileges or just about anything else that's likely to appeal to your event attendees.

If you plan to offer ticket sales at the door it is generally good policy to charge higher at the door, as this will encourage early online ticket sales and will cover the

higher costs involved with offering ticket sales at the door. Don't forget to mention the higher door prices in your marketing.

Let people know about
your early bird offer

Hopefully if you're organising your event as part of a business or an organisation, you have a mailing list. Or if you have organised previous events, you will have a list of previous attendees who might be interested in coming along to your next event.

Just before your tickets go on sale, why not send around an email telling your subscribers about the upcoming event and offering the early bird discount? Make sure you also post the details on your social media pages so you can get the word out to as many people as possible.

Early bird pricing is a simple tactic used by professional event organisers everywhere and it's been proven to work. Remember, the more tickets you sell early on, the less you are likely to panic about ticket sales as the event draws closer.

#2

Target previous attendees with exclusive offers

Let's face it, we all like to feel we're special. By targeting previous attendees in your event marketing you can reach out to the people who are most likely to want to go to another one of your events, which saves you time and energy.

By creating an exclusive offer like a presale, exclusive package or discount, you can reward your previous customers for their loyalty and give them an incentive to buy tickets to your next event.

Exclusive offers can come in the form of discounts or you could try preferred seating, accommodation packages, giveaways, or discounts on merchandise. Whatever offer you decide to create, make sure it's appealing enough to act as an incentive, and includes something that will enhance the attendee's experience and bring them real value.

By creating an exclusive offer for previous attendees, you can help them feel special

and like they have insider information. The feel good factor this creates can have a great impact on your ticket sales, as well as the number of people they tell about your event.

What if this is the first event?

If this is your first event, you won't have a list of previous attendees to draw from. You can try targeting people on social media who you know have attended other similar events and who might be interested in coming along to yours.

On the day of the event, it's worth collecting as many email addresses from your attendees as possible so that next time you organise an event, you can put this strategy into effect.

Make sure you get permission from people to send them marketing information via email when you collect their addresses.



Use social media to promote your event

Social media is a fantastic, free tool that you can use to promote your next event and sell more tickets.

Promoting your event on social media can help you increase awareness, engage people who might want to come along and generally attract more attention to your upcoming event, all of which can have a very positive effect on your ticket sales.

Here are four ways you can use social media to promote your event:

1. Paid Advertising

If you have a marketing budget for your event, paid social media advertising can be a great investment, especially if you use tools like retargeting. Retargeting uses cookies to show your ads to people who have previously visited your website or looked at your event page. Because they

have shown some interest already, its far more likely they will buy from you, giving you more bang for your advertising buck.

2. Hashtagging

Why not create a hashtag for your event? Once you have created it (and made sure it's unique to your event), you can include it on all your marketing materials and emails, and whenever you post event updates or photos. Encourage other people to use the hashtag when talking about your event to create a buzz.

3. Share behind the scenes photos

Sharing visual content of the behind the scenes preparations for your event is a fantastic way to boost engagement, humanise the event and it gives people the feeling that they have special insider knowledge. The more chaotic it is behind the scenes, the more people are going

#3

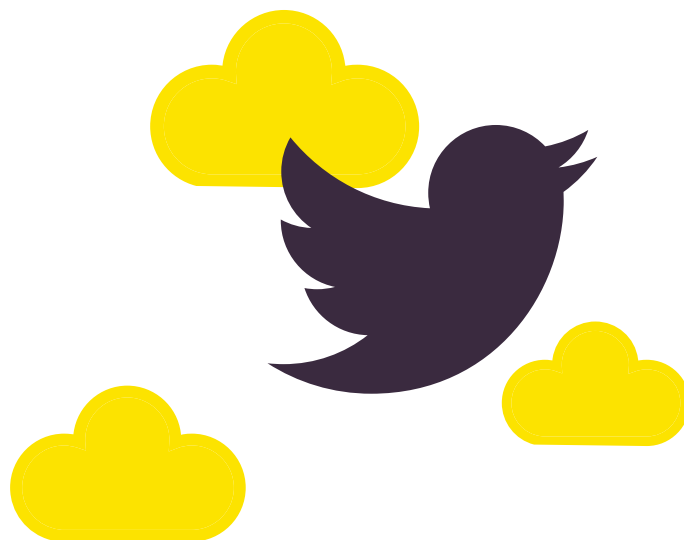
to be intrigued as to how it will all come together for the big event so don't be afraid to share the less than fabulous footage and relate any pre-event disasters.

4. Create an event page on Facebook

This is a great way to encourage networking among attendees and because event pages are easy to share

with friends, your attendees can be encouraged to do some promoting on your behalf.

Whatever social media platforms your potential event attendees are active on, you should be there too, promoting your event, raising awareness and engaging with people. The more people know about your event, the more tickets you are likely to sell.



#4

Encourage your attendees to promote your event

You can pretty much guarantee that the people who are attending your event know others who would be interested in coming along.

Motivating these people to spread the word about your event can be a highly effective way to boost your ticket sales without too much effort on your behalf.

Asking your attendees to promote your event to their friends and co-workers makes sense on a number of levels. If they are interested in going, chances are their friends or colleagues will also enjoy the event, and having people they know there can make it more fun for everyone.

In exchange, they will take on some of your event promotion for you, so you can spend less time and effort finding people who might want to come along and more time organising a spectacular event that they'll love.

How to encourage your attendees to promote your event to others

The best way to encourage your ticket buyers to promote your event to others is to offer them some kind of incentive. Common and effective incentives include discounts, free tickets and the chance to enter into a competition.

Social media is the ideal platform to encourage referrals and one easy way you can do this is to offer entry into a prize draw to attendees who share your event on their Facebook or Instagram pages.

Another way to encourage your attendees to promote your event is to offer them access to exclusive discounts or giveaways if they refer a certain number of other people. Whatever incentive you use should be appealing enough that people will want it or this strategy isn't going to work.

#5

Use scarcity tactics

Scarcity is a tried and tested marketing technique and one that can be very effective when you're trying to sell just about anything. Scarcity tactics are based on the psychological principle that when we are faced with something that has limited availability we are motivated to take action more quickly to avoid missing out.

Anyone who has ever been to a shopping mall or watched infomercials on TV will be familiar with this strategy, and it works very well on items that will naturally be limited in number, such as event tickets.

Even if your event isn't anywhere near to selling out, creating the impression that tickets are going fast can inspire your potential attendees to take immediate action rather than hesitating before hitting the 'buy now' button and possibly changing their mind in the future.

One way you can use scarcity tactics to bolster up your ticket sales and motivate people to buy your tickets sooner rather than later is using scarcity language in your marketing.

**Use scarcity language
in your marketing**

Scarcity techniques can also be used to great effect in your social media and email marketing. Sending or posting regular updates before the event telling your followers that there are 'only' x number of tickets left can help create hype and give procrastinators the nudge they need to commit.

Think about using words like 'limited,' 'only,' and 'exclusive' in your marketing materials to help create that sense of scarcity and urgency that will motivate your audience to take action.

#6

Create VIP packages



As well as scarcity, exclusivity can be a great drawcard. Everyone likes to think they are special, and by giving your potential customers access to different options you can appeal to different types of people.

By offering VIP packages that you can then market to your email subscribers or clients, you can increase the perceived value of your tickets and appeal to those people for who money might not be a factor, but who are looking for the best possible quality of experience.

VIP packages can include incentives like the best seating, refreshments or extra giveaways.

Many of the biggest event promoters create VIP packages for people who are prepared to pay, including accommodation, meals, access to local activities and social events.

If you are organising an industry event, you might want to consider holding a dinner or social event afterwards with the speakers and VIP guests.

Access to speakers and the opportunity to network could be the bit extra that your target audience is looking for and an incentive for them to buy your tickets. For the best results, make the VIP packages limited in number to combine exclusivity and scarcity!

#7

Use an online ticketing system



Whatever strategies you use to promote your event, none of them are going to be effective unless your tickets are easy to find and purchase online.

People are used to being able to buy tickets online with a few clicks of the mouse, and in most cases they want to have them delivered to their inbox, or downloadable immediately once the transaction has been approved.

If it's not easy for people to buy tickets to your event, chances are they won't bother.

This is where an online ticketing system can really help. Online ticketing systems like **Sticky Tickets** can take care of a lot of the work of promoting your event for you. Trusted, reliable and secure, our

online ticketing platform is easy to use and low cost, and makes **selling tickets** to your next event an absolute breeze.

When people are giving out their credit card details online, trust and security are essential. While it can be very well to create an e-commerce page on your site for event tickets, if you don't have a reputable website or all the appropriate security in place, your attendees may be wary of buying from you.

From creating a professional, reputable sales pages which lets buyers purchase tickets online, and have them emailed for printing out closer to the event, to helping with event marketing including advice and referrals to websites that you can list your event on, **Sticky Tickets** is the ideal partner for anyone who is serious about making their next event a success.



Conclusion

When you've put your time and energy into organising an event, you want to make sure people know about it and most importantly, that they attend.

Great promotion is the key to selling more tickets to any event, and making it easy for people to buy online is a crucial part of this.

Whether it's your first event, or your 50th, we hope these marketing tips and tricks will help you sell more tickets and enjoy a more successful event.

Effective event marketing doesn't have to cost a fortune or take up hours of your time.

With a bit of savvy and a few tips and tricks up your sleeve, you can give your ticket sales a big boost and ensure your event is buzzing!

If you would like to know more about how Sticky Tickets can help you promote and sell tickets to your next event, please don't hesitate to check out our website or **get in touch** with our friendly sales team.

We wish you every success
with your next event!

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