«How to Facebook» for organizers

Guideline to create promotionally effective event posts and campaigns

Instructions, guide and template

TICKETINO.
Everybody's Ticketing

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1. Reasons why you should use Facebook as an organizer

1,4 billion people use Facebook every day, and over 60% of them discover new events via newsfeed. These are ideal conditions to promote your events! On Facebook, you can create an event page for free and reach your target group with minimal wastage. You can also share your events with your friends with just a few clicks.

1.1. Advantages at a glance

Self-service – Facebook marketing can basically be done by any event organizer. Of course, a certain affinity for technology is an advantage.

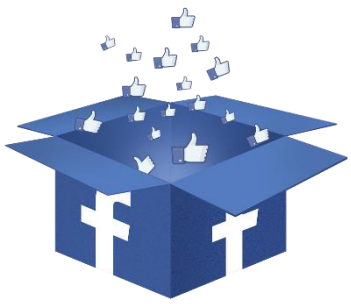
Costs – Social media marketing can be carried out with considerable success even without financial outlay. The prerequisite, of course, is access to an active and sufficiently large community.

Scattering loss – Facebook offers you the possibility to narrow down your target group in detail. Campaigns can be launched with a budget of less than CHF 50. We will discuss paid Facebook campaigns in more detail in Chapter 3.

Flexibility and speed - With Facebook, you can work flexibly and in real time. You are not bound to office hours, because Facebook knows neither closing time nor vacations. Operation with an internet connection is possible with an electronic device (smartphone, computer, tablet, etc.) from almost anywhere.

User-friendliness - With the user-friendly and clear design, it should not be a big challenge for you to work with Facebook. You can create custom posts or links, add images, and much more.

Search Engine Optimization (SEO) - Simple, yet true: The more presence your event enjoys on the web, the higher your ranking on Google and other search engines. This increases the chance that potential event visitors will find their way to your event.



2. Your social media concept

With a well-thought-out social media presence, you can give your events far greater attention than was previously possible with conventional advertising media, even with a minimal budget. A small concept can help you not to lose track of your goals.

2.1. Your goals

Before you start, you should first be clear about what you want to achieve with your Facebook presence.

Obviously, your goal is to promote your event and sell more tickets. You will also want to build a community and get potential customers to interact with your posts. Interaction means a measurable action that a Facebook user takes with a post. This includes link clicks, comments or sharing the post.

It is best to write down your goals in keywords.

Goals:

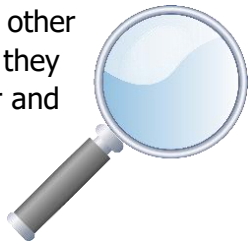
- Boost ticket sales
- Expand acquaintance
- ……
- ……
- ……

2.2. Target group

Analyze the target groups of your event and think about which target group segment you want to address specifically. Also think about how you want to communicate with your community. What content is likely to appeal to them? What content is likely to generate attention when published?

2.3. Competition

Watching competitors is not forbidden! Look around on the channels of other organizers and find out how your competitors appear and how they communicate with their community. Think about what you could do better and which elements of their communication you could adopt.



2.4. Profile vs. page

Facebook offers both profiles and so-called pages. A profile usually represents a real person and is also managed by that person. Commercial use of a profile is generally not intended, which is why profiles are generally less suitable for the marketing of events.

Pages are more suitable for commercial purposes. These can be created and managed by people with Facebook profiles or business accounts. Pages can be liked or subscribed to by Facebook users. In addition, pages can be used to post and, very importantly, create events on Facebook.

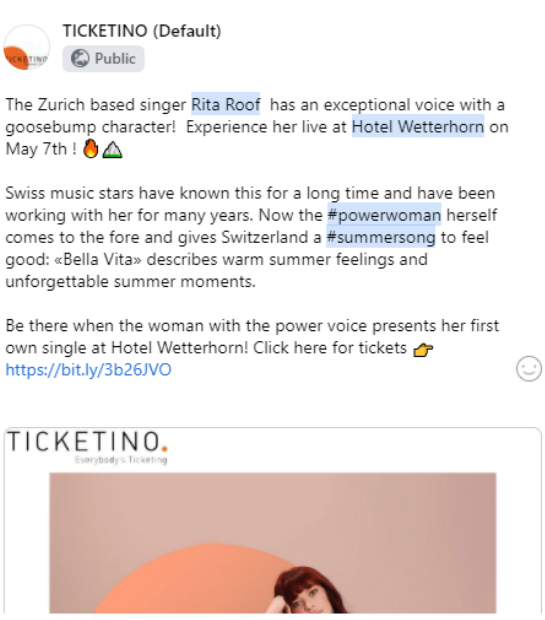
3. The effective Facebook post – tips and tricks

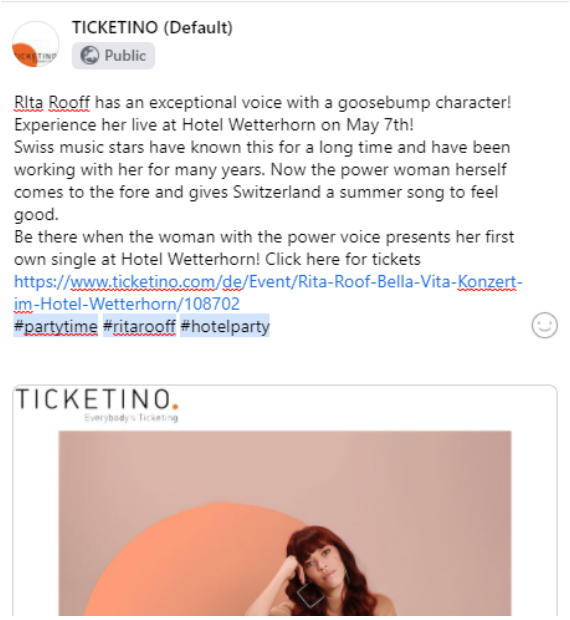
Do you already have a Facebook profile and a Facebook page? You are aware of what you want to achieve with your Facebook presence and you know what your target group looks like? Then it is about time to get started with your event posts!

So, what makes an effective event post? There is no fixed procedure for this. Nevertheless, certain approaches have proven themselves in practice.

3.1. Tip 1: Put the most important things in the first sentence, keep it short

Keep in mind that your ticket buyers' newsfeed is most likely crowded. Not only you, but also countless other advertisers are fighting for the attention of your potential customers. It is therefore unrealistic that your posts will be actively noticed by the majority or read to the end. Therefore, be as brief as possible, write concisely and pack the most important information into the title or the first sentence. The motto should be: Stand out from the crowd.





Good example	Bad example
- Clear presentation	- Unclear presentation
- No spelling mistakes	- Spelling mistakes
- Conclusive informations	- Inconclusive informations
- Appropriate hashtags # set	- Inappropriate hashtags # set
- Appealing design with emojis	- No appealing design
- Shortened link	- Long, confusing link

3.2. Tip 2: Adapt to your target group

Each event appeals to a very specific target group. These can overlap in individual cases, because it is not fundamentally impossible for a rock fan to attend a classical music concert. Nevertheless, a type of «communication culture» usually prevails in a specific scene. For your Facebook activities, it therefore makes sense to adapt as well as possible to your target group. Be it in the way you express yourself, the language you use, the selection of images and colors, or the use of emojis.

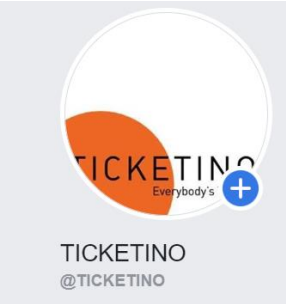
3.3. Tip 3: Work with links and use hashtags

Linking properly and using hashtags is a science in itself. Here are the most important things in a nutshell:

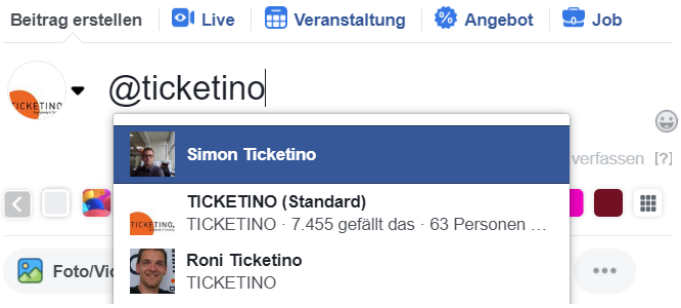
Linking:

In short, linking is about mentioning a specific person, group, or page in your comment. You do this by adding an @ followed by the username to your post. With a bit of luck, the linked party will then share your post and you can benefit from their reach. For events, for example, the performing artists, the event location or even fan clubs can be mentioned here.

The easiest way to do this is to go to the page of the party you want to link to and check if you can find an @username below the username.

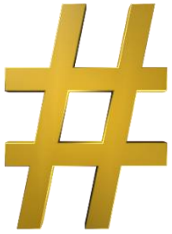


If so, just include the @ followed by the username in your post and select the desired party as soon as it appears:



Hashtags:

On social media, hashtags (#) are used to highlight a specific keyword and make the post more discoverable within the networks. They are crucial for the success of your post, especially on Twitter and Instagram.



However, various studies came to the conclusion that hashtags do not necessarily have to be used in a Facebook post and can even have a negative impact on interactions.

So, use hashtags sparingly on Facebook!

3.4. Tip 4: Make sure to work with pictures or videos

A picture is worth a thousand words! Therefore, be sure to work with images or videos in your posts and secure the attention of your target group. With images you can arouse emotions, provoke and much more. Take your time when choosing images and ask yourself what might appeal to your potential ticket buyers.

ATTENTION: When posting pictures and videos, be sure to observe copyright and personal rights. Otherwise your post can quickly become really expensive!

3.5. Tip 5: Avoid mistakes

Before you publish your article, make sure you read it carefully and check for spelling and correct punctuation. If you are unsure, have friends/employees/customers proofread it. This will help you avoid unnecessary and embarrassing mistakes.

4. Facebook campaigns – promote your posts

By promoting your posts, you can effectively show your content more often in the newsfeed with little financial effort. This way, more people will see your events, offers and news.

4.1. Promote your post

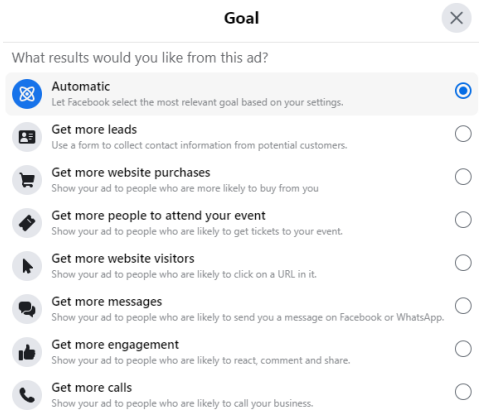
Create a post

1. Create an effective post. Use the tips from the previous chapter as a guidline.

2. Click on the blue button «Boost Post» in the lower right corner.

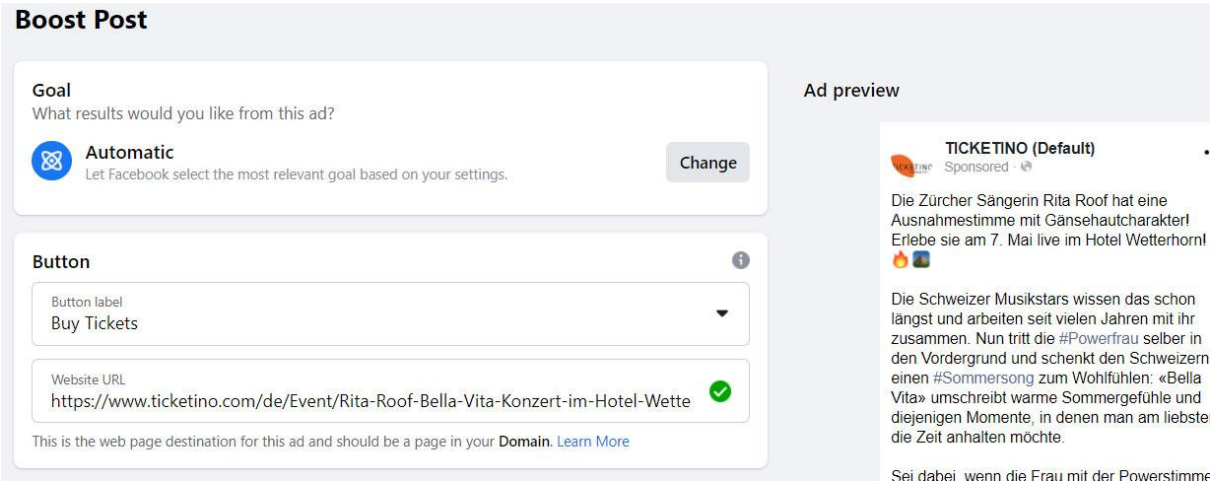
Determining the campaign goal

The first step is to determine the goal for your campaign. Either you can leave this to Facebook or you can choose one of the predefined goals such as «Get more leads», «Get more interaction», «Get more website purchases» etc.



Select button

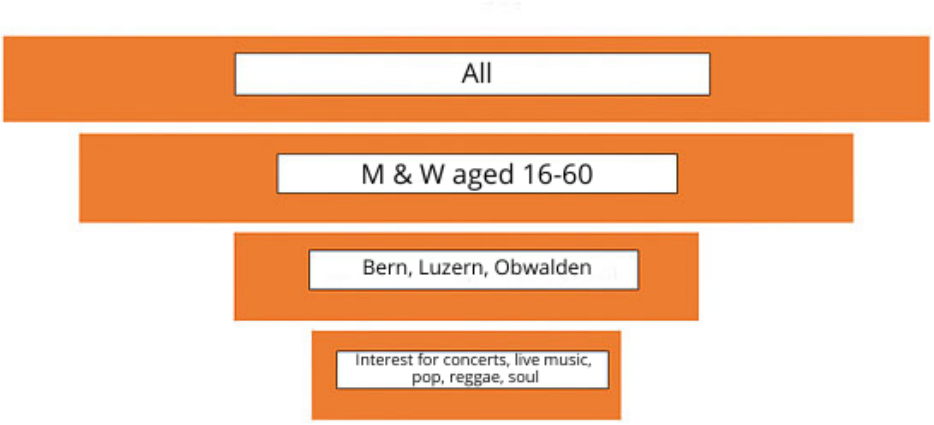
In the next step, you can decide on a button. Often, the Facebook post is only a preview of content that originates outside of Facebook. For this reason, a link in the form of a button is often a good idea. There are various options for this. However, you can also promote your post without a link / button. Alternatively, you can use the «Learn more» button, as «Buy tickets» may sound too binding and potential ticket buyers may want to get more information first. Of course, you can still link to the ticket shop with the «Learn more» button.



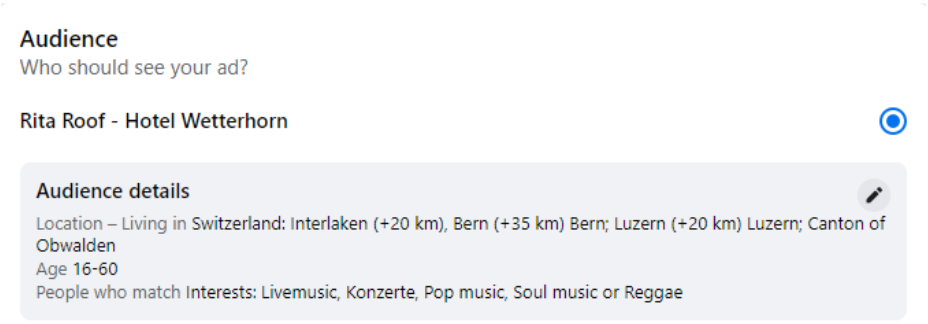
In the case of an event post, forwarding to the ticket pre-sale is a useful option («Buy tickets»). This way, interested Facebook users can find out about the event immediately and purchase their tickets.

Set target group

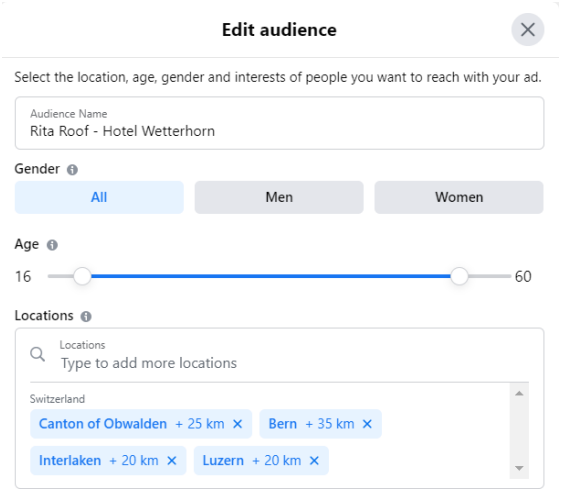
To ensure that your campaign is actually shown to people who are interested in your post and thus in your event, you should carefully narrow down your target group. Otherwise, your campaign budget will be used for people who have little intention of buying a ticket for your event, for example. By filtering by individual characteristics such as age, place of residence and interests, the Facebook community minimises itself to a subset that ultimately corresponds to your target group.



So, create a suitable target group for your campaign. For our example post, we focus on people aged 16 to 60 who like to go to concerts and identify with pop, soul or reggae music.

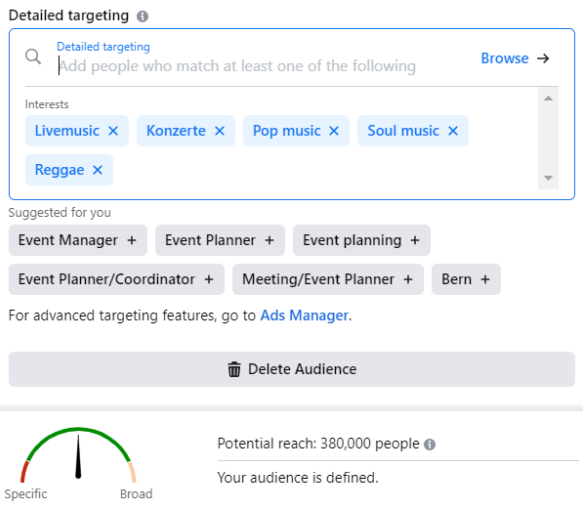


First, you can set a name for your target group. After that, you can decide whether your post should be targeted to women or men. Regarding gender, we do not make any restrictions, because we want to address women and men equally. Next, we select the region that corresponds to the location of our event. It is best to ask yourself what distance potential visitors are willing to travel for your event.



The next step is to select interests that might fit your target audience. In our case, these are people who like live music, especially pop, soul and reggae.

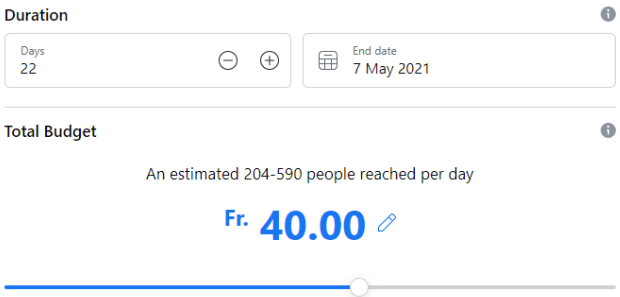
Once you have narrowed down your targeting, you will see the number of people in your target group at the bottom. Facebook shows you whether your target group has become too specific or too unspecific, so that you can still adjust your targeting. In this example, we reach about 380,000 people with our post and are in the right range in terms of size.



Choose budget and duration

Now we can decide how much money we want to use for our campaign. The nice thing about Facebook is that you can already work with a small budget.

We can also define the duration of the campaign. For this, choose either fixed time units (1 day, 7 days, 14 days) or a flexible end date.

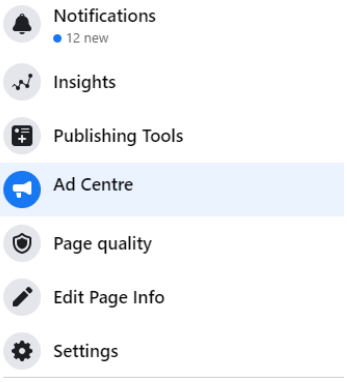


In the case of an event post, it should end on the day of the event at the latest. In our example, we would thus set the end of the campaign to May 7th.

Then confirm with «Boost Post Now».

5. Analysis, controlling and concept development

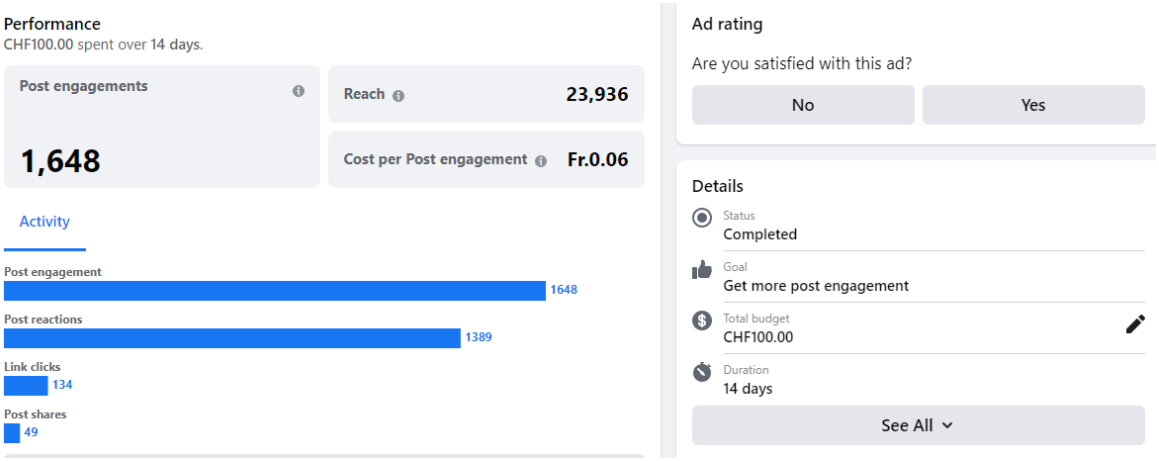
In a final part, we would like to remind you that once you have launched your Facebook campaign, the work is not yet done. Ongoing analysis of your Facebook activity is key to successful interaction with your community. So, keep an eye on your posts and be sure to analyse campaigns after they end.



5.1. Success indicators

After you launch a Facebook campaign, Facebook provides you with valuable data and insights on its status and success. To view this data, go to «Ad Centre» in the left bar. There you will find all your previous promoted posts.

The evaluation in this example shows that we reached **23'936** people with a **campaign budget of 100 Swiss francs**. The total number of actions that people have taken in connection with the ad is **1,648**.



Important indicators are the number of people your post or campaign has reached. Equally important are the interactions of your community with the campaign and of course the link clicks, as these ideally trigger ticket purchases.

In this case **1,389 people** have interacted with our post (**likes, comments, shares** – private and public). And 134 people clicked on the link.

5.2. Experimentation, A/B testing and concept development

Be brave and experiment with different media (pictures, videos), different language, raffles, emoticons, etc. on Facebook. This is the only way to find out what goes down well with your target group or boosts your ticket sales.

With split tests, also known as A/B tests, you can find out which type of Facebook post is most successful for you. Create different posts, analyze them and follow the strategy that works best for you. This way you can continuously refine your Facebook concept or your social media strategy.

The TICKETINO team wishes you every success in launching your Facebook campaigns. If you have any questions or would like further advice, our event professionals will be happy to help you at any time by e-mail (marketing@ticketino.com) or by phone on +41 43 500 40 80 (CH) or +49 30 201 696 006 (DE).