



TICKETINO.
Everybody's Ticketing

Event marketing

Marketing opportunities at TICKETINO

Content

1 Extensive event marketing

2 Our marketing offer

3 Homepage marketing

4 E-mail marketing

5 Social media marketing

6 Marketing extras

7 About us

8 Contact

Extensive event marketing

Self-marketing

Promote your events independently thanks to full access to your ticket buyer data and customized integration options.

TICKETINO marketing support

Take advantage of the TICKETINO marketing offer and benefit from maximum reach for your events.

Our marketing offer

Presence on the front page of the TICKETINO ticket shop

- Highlight
- Ad banner
- Top event
- Multiple integration options

E-mail marketing

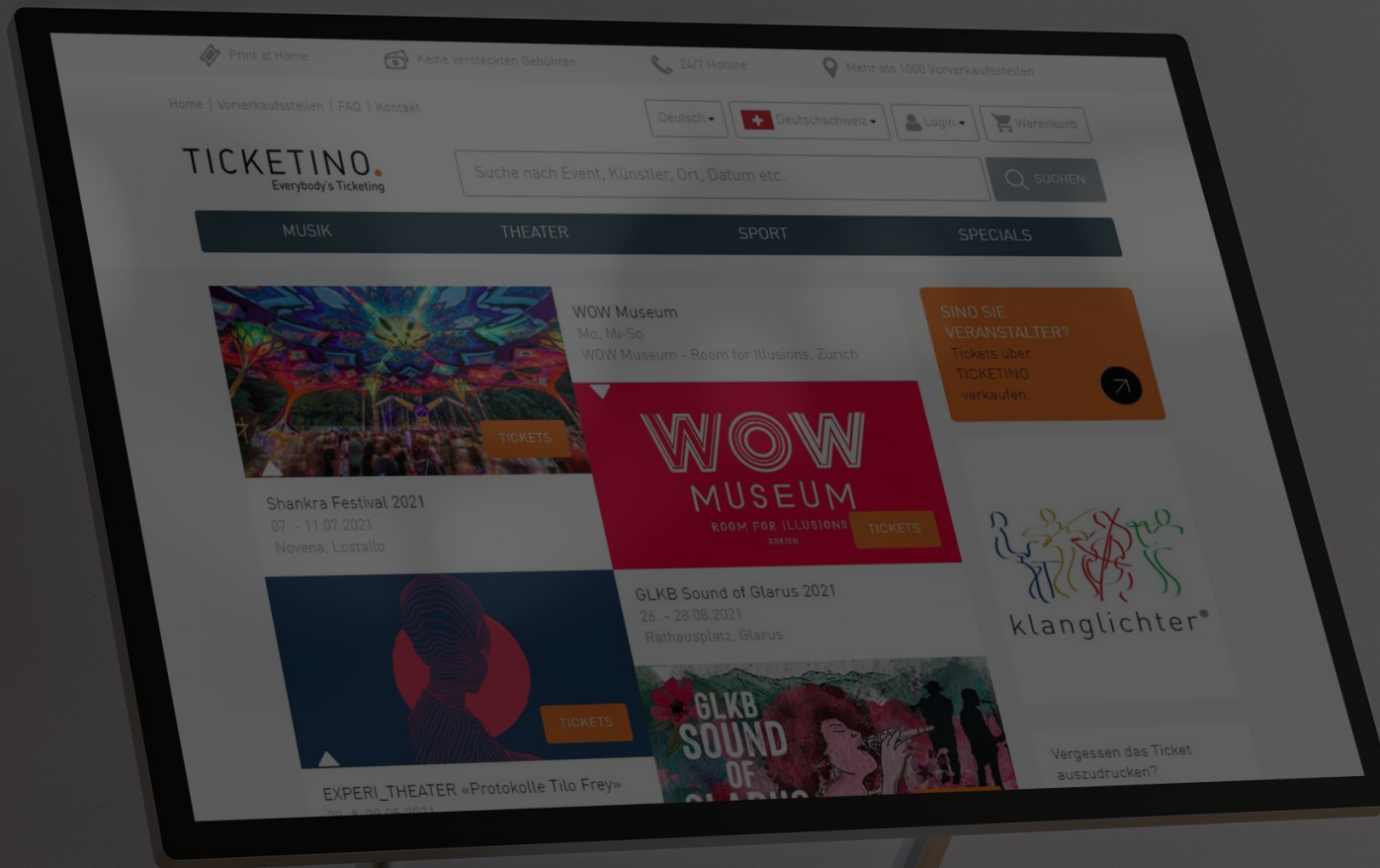
- Newsletter
- Exklusive mailing
- Eventnews channel
- Ticket giveaway
- Dispatch of press text

Social media

- Complete Social media package (Facebook, Instagram, Twitter)
- Facebook cover photo
- Facebook campaign

Marketing extras

- Analytical integration in Google Analytics & Facebook Pixels
- Guidle media service
- Google ads campaign



Homepage marketing

Use the opportunity to be present with your event on the TICKETINO ticketshop homepage and thus generate reach. TICKETINO offers placements as highlight, banner or top event at attractive conditions. Our exclusive placements are worthwhile: **Every week, around 60'000 users visit our homepage www.ticketino.com!**

Highlights on TICKETINO

Place your event
at the top of the
TICKETINO
ticketshop

- ✓ Your event will appear in a prominent position in our ticket shop
- ✓ TICKETINO is one of the most visited eCommerce platforms for guest management and ticket sales

Highlight placement

Placement per week
CHF 980.-

The screenshot displays the TICKETINO website interface. At the top, there are utility links: 'Print at Home', 'No Hidden Fees', '24/7 Hotline', and 'More than 1000 Points of Sale'. Below this is a navigation bar with 'Home | Ticket Offices | FAQ | Contact', language selection (English, German-speaking Switzerland), 'Login', and 'Shop basket'. The main header features the 'TICKETINO. Everybody's Ticketing' logo and a search bar with the placeholder text 'Search for events, artists, dates etc.' and a 'FIND' button. A category menu below the search bar includes 'MUSIC', 'THEATRE', 'SPORT', and 'SPECIALS'.

The main content area is a grid of event cards, each with a 'TICKETS' button. The top card is a large featured event: 'Der Hirt auf dem Felsen' (07.01.2022, Reformierte Kirche, Hinwil). Below it are smaller cards for 'Klettern im Seilpark Zürich' (ab 26. März 2022, Seilpark Zürich), 'Michael Eisener mit „FAKE ME HAPPY“' (04.02.2022, Theater Duo Fischbein, Küssnacht am Rigi), 'Joya Marleen' (28.01.2022, TOPOFF Kulturzentrum, Interlaken), and 'WOW Museum - Room for Illusions' (diverse Daten, WOW Museum, Zürich). To the right of the grid is a sidebar with a 'PLANNING AN EVENT?' section, a 'Can't find your ticket? / Forgot to print your ticket? Resend your ticket here.' section with an 'E-Mail' input and 'SEND TICKETS' button, a 'NEWSLETTER' section with an 'E-Mail' input and 'SUBSCRIBE' button, and a '24/7 TICKET ORDER HOTLINE' section with contact information for Switzerland (0900 441 441) and a note about publication numbers.

Ad banner on TICKETINO

Your event in an
exclusive place
and with direct
linking

- ✓ Attract the attention of your ticket buyers with attractive banner images and direct them to your event details page
- ✓ The TICKETINO homepage is an ideal platform to give your events the best presence

Ad banner

Placement per week
CHF 750.-

The screenshot displays the Ticketino website interface. At the top, there are utility links like 'Print at Home', 'No Hidden Fees', '24/7 Hotline', and 'More than 1000 Points of Sale'. Below this is a navigation bar with 'Home | Ticket Offices | FAQ | Contact', language selection (English, German-speaking Switzerland), and a search bar. The main content area features several event banners: 'Der Hirt auf dem Felsen' (07.01.2022), 'Klettern im Seilpark Zürich' (ab 26. März 2022), 'Michael Eisener mit „FAKE ME HAPPY“' (04.02.2022), 'Joya Marleen' (28.01.2022), and 'WOW Museum - Room for Illusions' (diverse Daten). A 'PLANNING AN EVENT?' section is visible on the right, along with a 'NEWSLETTER' sign-up form and a '24/7 TICKET ORDER HOTLINE' section with contact information for Switzerland (0900 441 441).

Top events on TICKETINO

Draw attention
cost-effectively to
your event

- ✓ 2 weeks web presence (extendable)
- ✓ Image linked to event detail page
- ✓ Three interesting events per genre

MUSIC [SHOW ALL →](#)

Just Mustard (IRL)
17.02.2022
Albani, Winterthur

TICKETS

Maria Doyle Kennedy
15.01.2022
el Lokal, Zürich

TICKETS

Zwei Tage Zeit
21.01.2022
Kunstraum Walcheturm,
Zürich

TICKETS

THEATRE [SHOW ALL →](#)

Die Rote Zora
11.12.2021 - 08.01.2022
Mühleplatz, Thun

TICKETS

Die Exfreundinnen -
SEKTe
08.01.2022
Theater Duo Fischbach,
Küssnacht am Rigi

TICKETS

ALLES
MUSS
GLANZEN
von Noah Haldie
Suhrkamp Verlag Berlin

Alles muss glänzen
31.12.2021 - 05.02.2022
Theater Remise, Bern

TICKETS

Top event

Placement for 2 weeks
CHF 500.-

each additional week
CHF 120.-

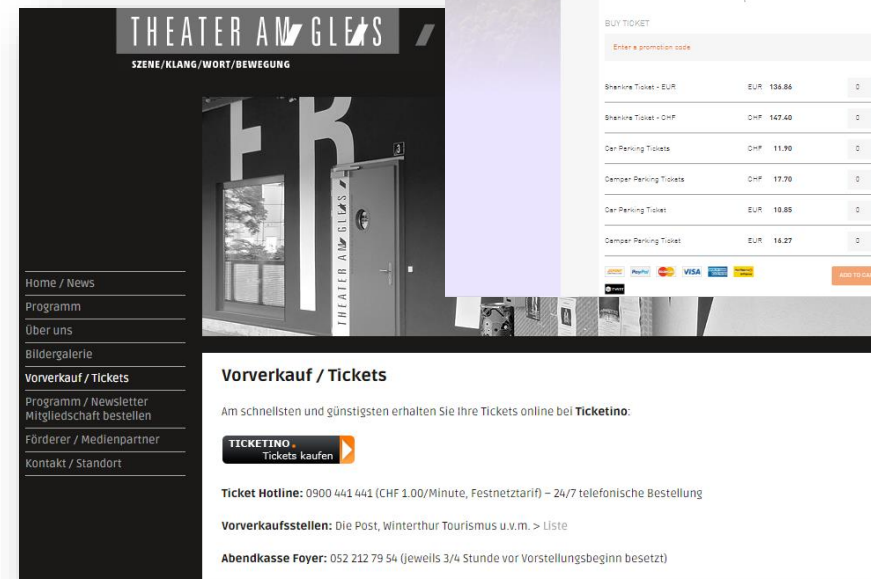
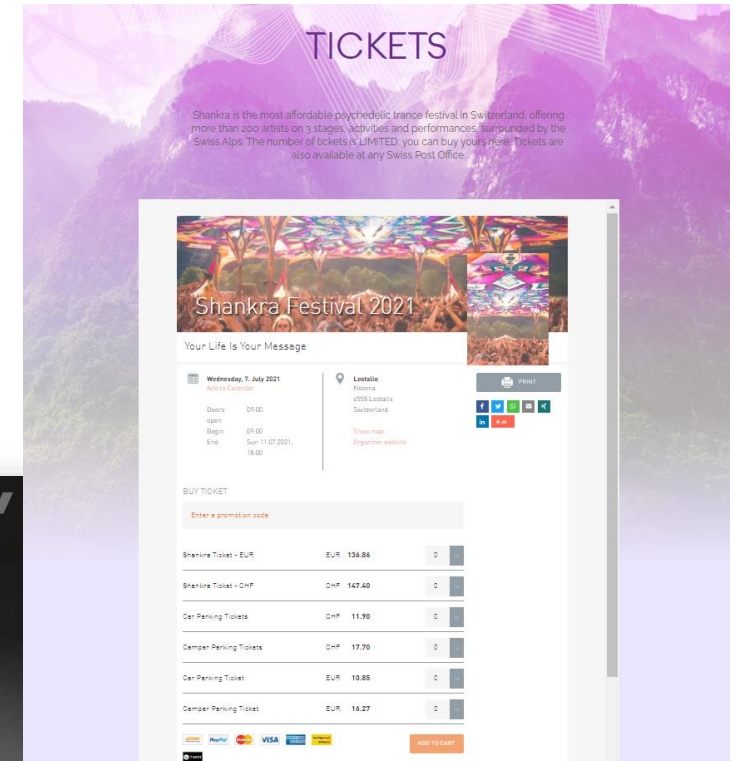
Integration of ticket shop

Include the ticket sale clearly visible on your homepage

- ✓ The TICKETINO cockpit provides you with ready-made Iframes, links and buttons that you can easily add to your advertising presence
- ✓ Use our attractive buttons, which you can find in the TICKETINO cockpit under «Generate Event Links»
- ✓ You can find instructions [here](#)

Integration possibilities

For TICKETINO clients
Free



Email marketing

Email marketing is ubiquitous these days. Numerous event organizers are already taking advantage of email marketing to maximize ticket sales for their events. With weekly newsletters, appealing exclusive mails, informative event news articles and ticket giveaways, TICKETINO is your competent contact in the field of email marketing . From a **comprehensive mailing database of over 220.000 recipients**, TICKETINO forms your target group, which is reached precisely and without wastage.

Newsletter: «Your TICKETINO highlights»

Reach
Switzerland with
the weekly
TICKETINO
newsletter

- ✓ More than 220.000 subscribers benefit from the weekly news highlights
- ✓ The latest events are advertised with an attractive picture and a short, individualized text
- ✓ All events are linked to the event details page



KUNZ kommt mit einem **neuen Album** im Gepäck ins **Kulturzentrum Brauil**

Mit seiner beliebten **Single Möuchstrass** ebnete KUNZ bereits den Weg dahin, wo es am schönsten ist – **direkt zu den Sternen**. Und diese funkeln bald endlich wieder da, wo die **energiegeladene Supertruppe** mit ihren Stimmen und Instrumenten am liebsten ist: **auf den Bühnen des Landes**. Für den **musikalischen Auftakt** ist an diesem Spätfühlingsabend die **Newcomer Vorband MAILAND** zuständig.

Ein **KUNZert**, das du definitiv nicht verpassen solltest!

[Tickets kaufen](#)

Newsletter post

Each newsletter post
CHF 350.-

Exklusive mailing campaign

Generate attention with the best impressions of your event

- ✓ TICKETINO has over 220.000 active address data in the mailing list
- ✓ Implementation of an exclusive mailing campaign for your event
- ✓ Conceptual design and graphic processing
- ✓ Narrowing down the target group (region, by interests, etc.)
- ✓ Linking to ticket sales, further linking to your content possible

Exklusive mailing campaign

Per exklusive mail
CHF 2'750.-

THE5
360° DINING EXPERIENCE

Volodymyr Dzhurav, Marco Campanelli, Egidio Bonini, Maria Milibrand, Darío Costanzo

TICKETINO.
Everybody's Ticketing

The5 - 360° Dining Experience

Morgen ist es endlich so weit!
Das Dinnerspektakel des Jahres öffnet auf dem Geroldareal mit einem ausgeklügelten Schutzkonzept für alle Gourmet-Feinschmecker/-innen der Schweizer Küche seine Pforten!

[Tickets sichern](#)

Bis zum 20. Dezember kreieren 5 Starköche - mit nicht weniger als 66 GaultMillau-Punkten und 3 Michelin-Sternen - vor deinen Augen 5 Gänge der Extraklasse, passend zu 5 verschiedenen Regionen der Schweiz.

Geniesse dieses einmalige Sinneserlebnis in einer atemberaubenden Atmosphäre! Mithilfe von 360°-Videoprojektionen im Eventdome von The5 wirst du in die malerischsten Landschaften der Schweiz entführt.


TICKETINO eventnews

Emphasize the highlights of your event with clever PR

- ✓ We will write a PR blogpost for your event on our TICKETINO eventnews channel
- ✓ The blog can be found online for at least one year
- ✓ Search engine optimized: use of relevant keywords
- ✓ Link to the organizer website and the TICKETINO event details page

Post on eventnews channel

Per post
CHF 4'000.-



The screenshot shows a web page from TICKETINO. The header includes the logo and navigation links: View All, Musik, Theater, Specials, Festival. A search bar is present in the top right. The main article title is "Wenn Zürich zur Weinmetropole der Schweiz wird". Below the title is a large graphic for "WINE WORLD 2020 by ZERTIVINO, die Zürcher Weinfachgeschäfte ZÜRICH". The graphic includes the text "Mehr als 500 Weine während 8 Tagen für 25 Franken." To the right of the main content is a sidebar with "Alle Posts" (listing years from 2021 to 2015) and "Kategorien" (listing Musik, Messe, Specials, Theater, Festival). At the bottom right, there is an orange button that says "SIND SIE VERANSTALTER?" and "Tickets über TICKETINO verkaufen." with a right-pointing arrow icon.

TICKETINO
Everybody's Ticketing

Seite durchsuchen...

View All Musik Theater Specials Festival

Wenn Zürich zur Weinmetropole der Schweiz wird

WINE WORLD 2020
by ZERTIVINO, die Zürcher Weinfachgeschäfte
ZÜRICH
Mehr als 500 Weine während 8 Tagen für 25 Franken.

Neun Zürcher Weinfachhändler laden zur Weindegustation ein.

Für Weinliebhaber ist der Herbst eine besonders spannende Jahreszeit: Viele neue Weine kommen auf den Markt, und natürlich auch die neuen Jahrgänge von schon bekannten Gewächsen.

Zürich wird zur Weinmetropole

Aufgrund der aktuellen Umstände können dieses Jahr viele der traditionellen Weinmessen nicht stattfinden. Dennoch müssen Weinliebhaber auf das Verkosten der "New Releases" nicht verzichten. Denn Zertivino, die Vereinigung von führenden Weinfachhändlern in Zürich, lädt zur "Wine World Zürich 2020" ein. An zwei verlängerten Wochenenden, zwischen dem 29. Oktober und 1. November sowie dem 5. und 8. November, öffnen neun Zürcher Weinfachhändler der Vereinigung Zertivino ihre Türen und Flaschen.

Zu den eingeladenen Weinfachhändlern gehören folgende:

Gottlieb Welti Weine | Hofer Wine & Spirits | Jeggli Weine | Landolt Weine | Smith & Smith | Steinfels Wine & Spirits | Vinothek Santé | WeinArt | Zweifel 1898

SIND SIE VERANSTALTER?
Tickets über TICKETINO verkaufen.

Ticket giveaway

Generate additional attention through exciting ticket giveaways

- ✓ Give away your tickets via social media and all our email marketing channels:
 - Newsletter
 - Exklusive mailing
 - Eventnews post
- ✓ TICKETINO will be responsible for the ticketing and drawing of the tickets



MAISON BASEL
7th of November | Start 7pm
Altes Kraftwerk Basel
Dancing & Dining

Teilnahme Verlosung 2x1 Live Music
Tickets für das Maison Basel | Dancing &
Dining am 07.11.2020

Um deine definitive Teilnahme am Gewinnspiel zu bestätigen, fülle bitte die untenstehenden Felder aus. Die Gewinner werden per E-Mail benachrichtigt.

Ticket giveaway

For TICKETINO clients
free

Dispatch of press text

Your event in the editorial systems of the Swiss media landscape

- ✓ Reach up to 100.000 journalists, industry stakeholders and decision-makers with your message
- ✓ Editorial preparation and linking to your event detail page
- ✓ Integration of press photos and videos
- ✓ Archiving of your messages in the central media databases
- ✓ Publication on search engines

Dispatch of press text

Per dispatch
CHF 1'000.-

The screenshot shows the Ticketino website interface. At the top, there is a navigation bar with categories like 'PRODUKTE', 'HIGHTECH', 'BUSINESS', 'MEDIEN', 'LEBEN', and 'IR-NEWS'. The 'LEBEN' category is selected. Below the navigation bar, there is a 'Mediabox' section with a carousel of images showing the 'Illuminated Art' exhibition. The main content area features a press release titled 'Illuminated Art - Das grösste immersive Museum der Schweiz'. The text of the press release is as follows:

AUSSENDER
TICKETINO.
 Everybody's Ticketing

TICKETINO
 Ansprechpartner: Michael Marti
 Tel.: +41 43 500 40 96
 E-Mail: michael.marti@ticketino.com

Pressefach

FRÜHERE MELDUNGEN

29.07.2020 - 04:00 | TICKETINO
Theater im stimmungsvollen Schlosshof Hagenwil

28.09.2020 - 04:00 | TICKETINO
Weitere Corona-Lockerungen: Diese 5 Bedingungen müssen erfüllt sein

13.05.2020 - 04:00 | TICKETINO
"Die Schweiz grilliert" - das eidgenössische Grillfest

13.05.2020 - 04:00 | TICKETINO
La Suisse fait une grillade

08.09.2020 - 11:00 | TICKETINO
Freizeitparks und Museen ohne Ansteckungsrisiko besuchen - das Beispiel der Insel Mainau

alle Meldungen

Mediabox

pts20200731001 Sport/Events, Kultur/Lifestyle

Illuminated Art - Das grösste immersive Museum der Schweiz

Wenn die Werke von Ferdinand Hodler und Paul Klee zum Leben erwachen

Solothurn (pts001/31.07.2020/04:00) - **Vom 5. bis 29. August 2020 findet jeweils mittwochs bis samstags im Attisholz-Areal in Solothurn eine spezielle Ausstellung statt: Illuminated Art** <http://projektil.ch/illuminatedart/>

Die Besucher erwartet eine 360°-Reise durch einige der bekanntesten Werke der Schweizer Künstler Ferdinand Hodler und Paul Klee. Die Gäste werden in die fantastischen Werke der mitunter bedeutendsten Maler der Schweizer Kunstgeschichte eintauchen und die Gemälde aus einer völlig neuen Perspektive erleben.

Das Zürcher Künstlerkollektiv Projektil kreiert bei Illuminated Art Attisholz mithilfe von hochmodernen Videoprojektoren eine multimediale Lichtshow, in der die überdimensionalen Gemälde der beiden renommierten Künstler wie von Zauberhand über die Wände und Böden der Halle huschen. Berge und Burgen, Bäume und Bäche erwachen zum Leben und ermöglichen ein Erlebnis, das nicht nur Kunstinteressierten lange Zeit in Erinnerung bleiben wird. Das immersive Museum begeistert die Besucher mit einer zauberhaften Symbiose von analoger und digitaler Kunst. Die knapp 45-minütige Show verbindet Malerei und Musik in Perfektion, sodass den Zuschauern das Gefühl für Raum und Zeit völlig entgleitet.

Illuminated Art in Attisholz (Foto: TICKETINO)

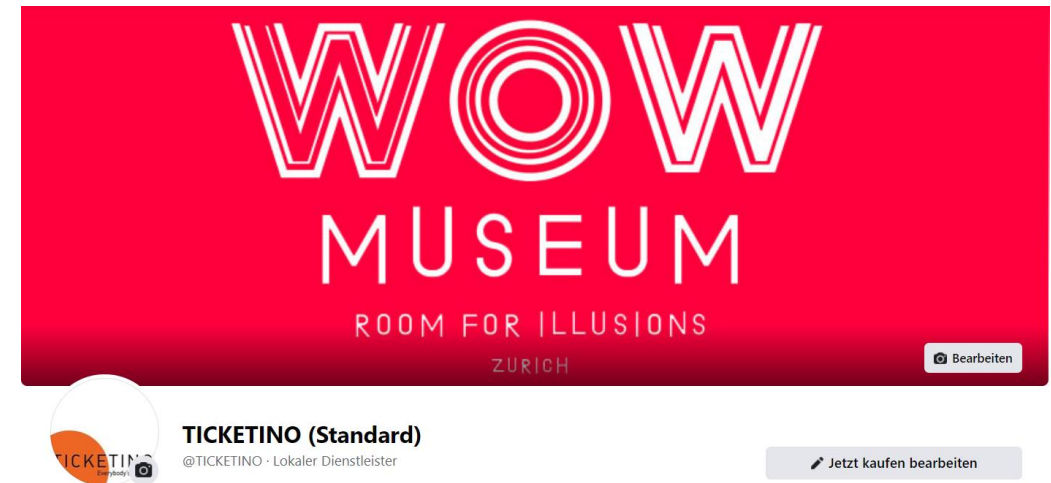
Social media marketing

In recent years, social media platforms have developed into an important marketing channel for event organizers to convey advertising messages and information quickly and cost-effectively to the respective community. With the help of integrated analysis tools and direct interaction with the community, the success of communication strategies can be easily evaluated. TICKETINO is your specialist in the field of social media marketing. We reach 15.000 potential ticket buyers every week. Through our social media channels Facebook, Instagram or Twitter we reach and grow your community.

Cover photo on the TICKETINO fan page

Create the
TICKETINO
Facebook page
with your event

- ✓ TICKETINO interacts with 15.000 visitors a week via its channels
- ✓ Be the first event that visitors see on the TICKETINO Facebook page
- ✓ Attract potential ticket buyers to your event page with an attractive cover photo



Facebook cover photo

Placement each week
CHF 550.-

Facebook campaign

Expand the community of your event in a targeted manner

- ✓ Advertising without wastage
- ✓ The target group can be precisely defined on the basis of the Facebook users' own information
- ✓ The entire budget goes directly into the campaign
- ✓ TICKETINO takes over the entire campaign management for you

TICKETINO (Standard)
2. Juli 2020 · 🌐

Bald findet wieder das [Kindertheater Hagenwil](#) statt! Vom 9. August - 2. September 2020 wird DER ZAUBERER VON OZ aufgeführt. 🎭🎪🎨🎭

Vor Vorstellungsbeginn findet das Vorprogramm "Einführung in die Welt von Oz" statt, an dem alle kleinen Gäste ab 5 Jahren eingeladen sind, sich spielerisch-theatral auf die Geschichte, die Figuren und die Hagenwiler Inszenierung einzustimmen.

Florian Rexer inszeniert die bekannte amerikanische Kindergeschichte als kurzweiliges Theaterstück. Tauche ein in die zauberhafte Welt von Oz! Tickets gibt es hier 📄 <https://t.ticketino.com/ZauberervonOz>

TICKETINO.
Company Ticketing



TICKETINO
Lokaler Dienstleister

Mehr dazu

Facebook campaign

Each campaign
CHF 200.- + campaign budget

Complete social media package

The all-inclusive solution for your social media presence

- ✓ Combine Facebook, Instagram and Twitter and benefit from special prices
- ✓ We make one post about your event per platform for you
- ✓ Posts are linked directly to the event link and your event's social media accounts



Social media post

Per post
CHF 75.-

Marketing extras

In order to live up to its own claim as a competent marketing partner for your event, TICKETINO is up to date in the field of advertising technology. With a targeted SEA campaign, we bring your event as an ad into the top 4 of Google search results. To optimize our campaigns, all marketing tools are directly linked to Google Analytics. As a TICKETINO customer, you also have the option of independently linking your event details page with our analysis tools. You can also benefit from the Guidle Media Service and place your event as an advertisement in all print or online media.

Google ads campaign

Your event as a top ad on Google

- ✓ Increase the web presence of your event on Google
- ✓ Draw the attention of your ticket buyers to your offer with attractive advertisements
- ✓ Your event appears at the top of Google search
- ✓ TICKETINO takes over the whole campaign management for you

Kool Savas im Hotel Wetterhorn - TICKETINO

Anzeige www.ticketino.com/Wetterhorn/Kool_Savas

Erlebe den King of Rap LIVE im Hotel Wetterhorn im Hasliberg. Sichere dir jetzt dein Ticket im Vorverkauf!

Kool Savas: Kool Savas

www.koolsavas.de/

Essahdamus, das neue **Kool Savas** Mixtape erscheint am 28. Oktober! Ab sofort könnt ihr **Essahdamus** vorbestellen: Neben der normalen Basic-Version gibt.

Kool Savas (@koolsavas) | Twitter

<https://twitter.com/koolsavas?lang=de>

13.9k tweets • 922 photos/videos • 212k followers. Check out the latest Tweets from **Kool Savas (@koolsavas)**

Kool Savas – Startseite | Facebook

<https://de-de.facebook.com/koolsavas/>

Kool Savas. Gefällt 671.923 Mal • 2.246 Personen sprechen darüber. Offizielle **Kool Savas** Facebook Seite! www.koolsavas.de |...

Google
AdWords

Google ads campaign

Per campaign

CHF 1'000.- + campaign budget

Analytical linkage

Optimize your presales and save your advertising budget

- ✓ Link your Google Analytics account to your event
- ✓ Track the path of your buyers
- ✓ Analyze your target group
- ✓ Immediate responding to trends
- ✓ Optimize your marketing process



Google Analytics

Analytical linkage

For TICKETINO clients
free

Guidle media service

Your ad editorially
managed in 1.500
print and online
media

- ✓ Automatic sending of five advertisements per year
- ✓ Identifying the channels that match the event
- ✓ Target group specific selection and geographical limitation
- ✓ Publication in up to 80 different local media



Guidle media service

For TICKETINO clients
free



7

The TICKETINO Team is enthusiastic about what they do and will be happy to help with any concerns you may have.
Contact us – we will put together an individual advertising package for you at a special price.

Call us:

CH: **+41 43 500 40 80**

DE: **+49 30 201 696 006**

or send us an email:

marketing@ticketino.com



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Headquarters of the Company

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Management

Franz G. Wyss, CEO
Patrick Walgis, CTO
Michael Marti, CMO & COO



info@ticketino.com



Legal form: stock corporation
Legal venue: Zurich
Commercial register number: CH-020.4.027.027
Company identification number: CHE-110.129.989