

# EVENT MARKETING TIMELINE

## EVENT DETAILS

Event Name: \_\_\_\_\_ Date & Time: \_\_\_\_\_ Venue: \_\_\_\_\_  
Audience: \_\_\_\_\_ Marketing Budget: \_\_\_\_\_

### ONE MONTH BEFORE EVENT

- Create Digital Marketing Assets.
- Share initial event/creator announcements on social media. Ask if they will be a collaborator on all announcement posts.
- Send out a general email blast/newsletter to customers about the event.
- Create a landing page on your website
- Put shelf talkers/signage up in store.
- Create a Facebook event page with details.
- Add your event to community event calendars (online only at this point).
- Connect with neighborhood partners who you want to be at the event, and see if they would put up a flyer or can be added as a host/collaborator on posts.

### TWO WEEKS BEFORE EVENT

- Continue Creator/Vendor Announcements (increase frequency of posts).
- Send a press release to local media outlets and partner organizations. Share this on social media.
- Send out a email blast/newsletter to customers about the event, including new details like creators, vendors, and any sales or exclusives.
- Update landing page and FB event with additional information.
- Begin creating and sharing posts about product specifics as they arrive.
- If you are working with a local charity, create a spotlight post that you can use for them and share that.
- Post your event to community calendars (in-person).

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### ONE WEEK BEFORE EVENT

- Post a Social Media update of a different kind each day. Be sure to add to your story.
- Send an email blast/newsletter to customers with final details.
- Create a reel/live video featuring all the fun stuff people can do at the event.
- Continue to announce creators. Make sure to do a recap post that has all of them in it at least one day before the event happens.
- Assign someone to be your day of social media person taking photos and videos, as well as going live throughout the video.
- Post a parking map or any other need to know at least two days before.
- Create bag stuffers or additional counter signage.
- Post a schedule of events.

### DAY OF EVENT

- Go live before the event starts to get people excited about everything that's going to happen, but also to give last minute tips and tricks (parking, line info, etc.)
- Create a photo spot or some kind of challenge to get people to tag your business when they are at the event. Create a hashtag specific to your store, add a Snapchat filter for the day, etc.
- Repost your schedule of events into your story.
- Share posts from creators/vendors/customers throughout the day.
- Have someone stand outside with a sign. Bring cosplayers in to draw a crowd on the street.
- Create a live video halfway through the event to let people know there's still time to join in.