

Guidelines for Promoting

Events @ The Brownhoist

Consider the following tips & tricks when preparing for your upcoming event!

BRANDING

If you are a business or hosting an event on behalf of an organization, clear branding can really help grab the attention of potential attendees.

Here's a few suggestions:

- Business/Organization Name
- Logo
- Website
- Active Facebook, Instagram, and/or Tiktok accounts
- Brand Colors, Fonts & Messaging
- Marketing Materials (i.e. fliers, email newsletters, business cards)

PROMOTION

Once you have scheduled your event & booked a space, we recommend the following steps to maximize your reach and boost attendance!

Create branded digital advertising materials

Create a FB event page

Post 2-3 times on social accounts prior to the event

Post stories including a link to the event page

Utilize pictures from past/similar events if applicable

Consider paid ads, *budget permitting*



CONTENT

When creating visual content for your events, we recommend that you...

DO THIS

- Incorporate your branding
- Include location
- Include date & time
- Include a brief event description
- Include cost (if any)
- Use original images & videos
- Resize designs based on platform

DON'T DO THIS

- Include clipart/stock images
- Steal someone else's design
- Include low-quality images
- Include several sentences of text
- Make designs overly complex
- Forget to check for mistakes

DURING & AFTER

Now that you've gotten people to attend, it's time for follow-through!

Remind attendees to follow & tag on social

Capture pictures and videos (with permission)

Ask attendees for testimonials

Go live or post to stories during the event

Post recap content after the event

Struggling for content ideas?
Here's a few more that we love:

- Sneak Peeks / Teasers
- Behind the scenes
- Polls
- Answering FAQs

**Need more help with branding
and/or content creation?**

Get in touch! We offer budget-friendly marketing & design resources upon request.
info@thebrownhoist.com