

Generic Event Marketing Checklist

By Raleigh Inbound Marketing

One Month Prior to Event

- Write up Information about the Event.
- Written authorized information to be posted on website.
- Event to be noted in regular monthly Newsletter
- Decide on custom Hashtag for Twitter
- Set up Landing Page with web-to-lead form
- Create video
- Set up a Facebook and G+ Event
- Set up an Event on website calendar
- Set up an Eventbrite or Constant Contact event
- Write blog article about event.
- Write up press release.
- Design personal invitations to be mailed. Mail 3-4 weeks prior.
- Design posters for offices for patients to see in the waiting area.

Two Weeks Prior to Event

- Post another blog article about upcoming event
- Post link to blog article on Facebook event
- Post event on LinkedIn Business Page
- Twitter: schedule tweets about event to go out every 4 days
- Write up and send an eblast

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- Post the posters in offices
- Insider Information – any behind the scenes info to share with fans and followers?

One Week Prior to Event

- If there will be giveaways at the event prepare them now
- Continue posting about event on Twitter, G+ and Facebook pages.

The Day Before the Event

- Send out an email reminder about the Event
- Post about event on G+, Facebook, Twitter, and Linked In.

The Day of the Event

- Tweet about event
- “Share” the Facebook event with fans
- @Mention top clients on Facebook, Twitter. Take photos of the clients to tag