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

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