

ENGAGE YOUR AUDIENCE WITH EVENTS



Event Ideas for Your Retail Business

How do you grow a relationship with your customers and prospects? Once a purchase is complete, it can be difficult to re-engage your audience and stay top of mind. Events — virtual and in-person — can help bridge that gap and keep your audience engaged.

Get inspired with these ideas for retail events!

- New product unveiling
- Customer appreciation event
- Expert how-to
- Product demonstrations or sampling
- Monthly clubs
- Creator "Ask Me Anything"
- Industry influencer meet and greet
- VIP event
- Charity partnership
- Hands-on workshop

Looking for fun add-on ideas to generate revenue and give your attendees that exclusive experience? Consider giving them the opportunity to add a purchase onto their event registration, like:

- 1 Event exclusive product**
- 2 Signed book or product**
- 3 1:1 expert instruction**

! Event's over? **Don't stop now!**

Make the most out of your event by building on the excitement and engagement after it's over!

- Send attendees a text and/or email thanking them for attending and soliciting feedback
- Send RSVPs who did not attend a "we missed you!" event recap
- Post photos and recaps to social media
- Retweet/repost attendee content about the event
- Include photos and info from the event in upcoming newsletters
- Evaluate metrics to measure success
 - Event attendance
 - Email, social and text engagement
 - Product sales
 - Donations
 - Email list signups
- Take note of successes and feedback for future events



Learn more about how **Constant Contact** can be part of your event marketing strategy

constantcontact.com/features/event-management