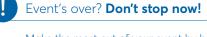
ENGAGE YOUR AUDIENCE WITH EVENTHUE WENTHUF IS SAT SUN Event Ideas for Your Real Estate Business

How do you sustain a relationship with your buyers and sellers? Once a purchase is over or the impulse to find something new has passed, it can be difficult to reach your audience and continue building those relationships. Events virtual and in-person — can help bridge that gap and keep your audience engaged.



Looking for fun add-on ideas to generate excitement and exclusivity? Consider giving attendees the opportunity to add a purchase onto their event registration, like:





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
- $\hfill\square$ Send RSVPs who did not attend a "we missed you!" event recap
- Post photos and recaps to social media
- $\hfill\square$ \hfill 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
- $\hfill\square$ 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