

# 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!

Product demonstrations or sampling

New product unveiling

Customer appreciation event

Expert how-to

Monthly clubs

Industry influencer meet and greet

Creator "Ask Me Anything"

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](https://constantcontact.com/features/event-management)