

# ENGAGE YOUR AUDIENCE WITH EVENTS

## Event Ideas for Your Small Business



How do you grow a relationship with your customers and prospects? It can be difficult to reach busy customers in order to stay top of mind and build on your interactions with them. Events — virtual and in-person — can help build relationships and keep your audience engaged.

### Get inspired with these ideas for small business events!

- ☐ Charity partnership
- ☐ Food or wine tasting
- ☐ Open house
- ☐ Expert how-to class or webinar
- ☐ Customer appreciation event
- ☐ Staff meet and greet
- ☐ Seasonal kickoff or holiday celebration
- ☐ VIP sneak peek
- ☐ Anniversary celebration
- ☐ Membership or referral

Consider giving your audience the opportunity to add a purchase onto their event registration, like:

- 1 **Branded swag**
- 2 **Product bundles**
- 3 **Event sponsorships**

### ! 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)