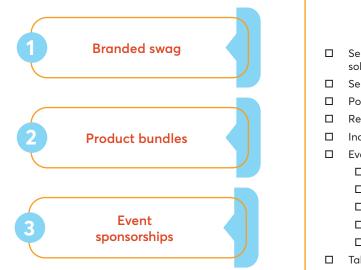
ENGAGE YOUR AUDIENCE WITH EVENT HU FRI SAT SUN NON THE WEN THU FRI SAT SUN Event Ideas for Your Small Business

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.



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



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
- $\hfill\square$ \hfill Send RSVPs who did not attend a "we missed you!" event recap
- D 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
 - $\hfill\square$ $\hfill Email,$ 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