

# 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

Expert how-to class or webinar

Open house

Staff meet and greet

Customer appreciation event

Seasonal kickoff or holiday celebration

Food or wine tasting

VIP sneak peek

Anniversary celebration

Membership or referral drive

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)