Create a Winning Marketing Strategy for Your Events:
Workbook

How to Use

Planning a show is no small feat—but getting people in the seats (or on the dance floor) takes just as much effort. Use this simple guide to create a powerful marketing strategy that drives ticket sales and builds hype for your event.

- Duplicate this template
- Fill in the questions and resources!

Step 1: SWOT for Previous Efforts

Jot down:

What has worked in the past to increase attendance?
<>

How do most people find out about us?
<>

What have we tried, that hasn't worked?
<>

This will help you reflect before you prepare.

Step 2: Define Your Target Audiences

Think beyond "music fans." Who is most likely to attend this concert? Consider age, interests, location, value propositions, and pain points. Are you reaching college students, families, indie music lovers, or festival-goers? The more specific you are, the easier it is to resonate with them.

Example Target:
Title: Moms of young children
Age: 34-41
Location: Coventry neighborhood, downtown
Value propositions: Great way to spend a Saturday, and won't break the bank
Pain points: Will it be too loud? Will it be safe for my toddler to run around?

Step 2: Define Your Target Audiences

Your Target #1
Title: College students
Age: 22-28
Location: around campus
Value propositions:
- Social scene / meeting people
- No ticket required
- Taste of your community
- Friend are there
- Music discovery

Pain points:
- They don't know the artist
- Getting there
- **Is there booze (talk about microbrews)**

Step 2: Define Your Target Audiences

Your Target #2
Title:
Age:
Location:
Value propositions:
Pain points:

Step 2: Define Your Target Audiences

Your Target #3
Title:
Age:
Location:
Value propositions:
Pain points:

Step 3: Messaging

Craft messages that resonate.

Why should people care about this concert?
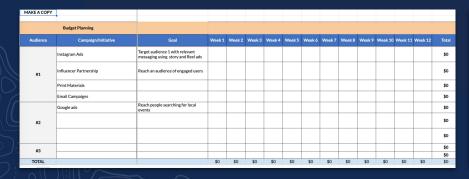
Highlight what makes it special to each audience.

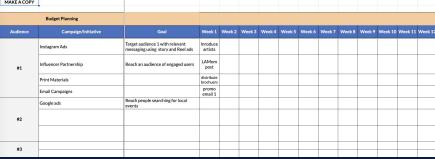| Headlines + How to Reach for Target 1	Headlines + How to Reach for Target 2	Headlines + How To Reach for Target 3

Adjust your tone depending on the platform: hype for social, clarity for emails, excitement for text campaigns.

Step 4: Plan

Determine Your Budget and Calendar
Your budget shapes your entire strategy. How much can you invest in paid ads, printing, design, or promotional partnerships? Allocate funds toward what gives you the biggest impact—like social ads, email campaigns, or influencer shoutouts.

https://docs.google.com/spreadsheets/d/1n2Gi56M_EIvIIqps-AeGRGpGgdVtWfe_KUojrtccN6Q/edit?gid=0#gid=0

If you're running paid media:

Tutorials!

Facebook ads: https://www.youtube.com/watch?v=BZrio_G_1Cs

TikTok ads: https://www.youtube.com/watch?v=5fnz6l_jytA

Google ads: https://www.youtube.com/watch?v=FimmXmlNnyY

Search

If old events are showing up: use robots txt
A "robots.txt" file is a text file placed in a website's root directory that instructs search engine crawlers (or bots) about which pages or sections of the site they should or should not crawl and index.

Ad grant application:
https://www.google.com/grants/

Search

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1

Visit google.com/nonprofits and click 'Get Started' or sign in.

Get verified by Google's 3rd party partner, Percent.

2

Google for Nonprofits links you to the Google Ad Grants eligibility form.

Complete eligibility form to tell us about your organization.

3

Return to Google for Nonprofits and confirm form submission.

Submit activation request.

Step 5: Prepare your Email Campaigns

Take stock of your email list. Create your segments.

Determine your sequences and utilize the custom messaging for each audience.

Step 6

Use Canva to design graphics

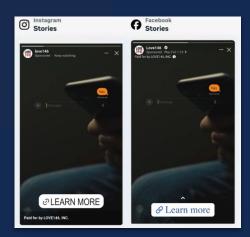https://www.canva.com/canva-for-nonprofits/

Best practices:
https://docs.google.com/presentation/d/1VVhWu33KPDTyLB_Fq1BZA7GQ6p8pzyOu3rFjSi57DX8/edit?usp=sharing
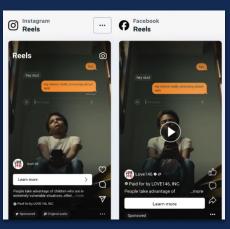
Step 7

Create Videos

Videos drive engagement—use them! Think teasers, behind-the-scenes, soundchecks, or the artist inviting fans to the show. Keep them short, mobile-friendly, and authentic. Bonus points for captions and vertical formats.

	Stories	Reels
Dimensions	1080x1920	1080x1920
File types	MP4, MOV, or GIF	MP4, MOV, or GIF
Safe Zone *(see images below)*	There is a 250PX 'safe zone' at the top and bottom. You're in the safe zone when your KEY elements are within 1080px by 1420px.	**Top**: Leave 108 pixels from the top **Bottom**: Leave 320 pixels from the bottom **Left**: Leave 60 pixels from the left **Right**: Leave 120 pixels from the right
Text Overlay	Add text directly to your 9:16 image or video (the ad copy will NOT be overlaid - see below)	The ad copy will show, however we do recommend subtitles to be ADA compliant.
Length	15 seconds max	15 - 30 seconds

Step 7

Example TikTok Page Content

Step 8

Set Up Analytics

Don't fly blind. Use trackable ticket links, UTM codes, or QR codes to measure what's working. Set up basic analytics through platforms like Meta, Google, or your ticketing software. Post-show, use the data to improve your next campaign.

How to use UTM codes to track website traffic https://ga-dev-tools.web.app/campaign-url-builder/

How to use Google analytics: https://www.youtube.com/watch?v=mXnr-wQg7mI

Reporting template:
https://docs.google.com/spreadsheets/d/1myUkNAa-BTDF6mn2OhEJGQ-KwFf8S-nn2Pnfba8c0jQ/edit?usp=sharing