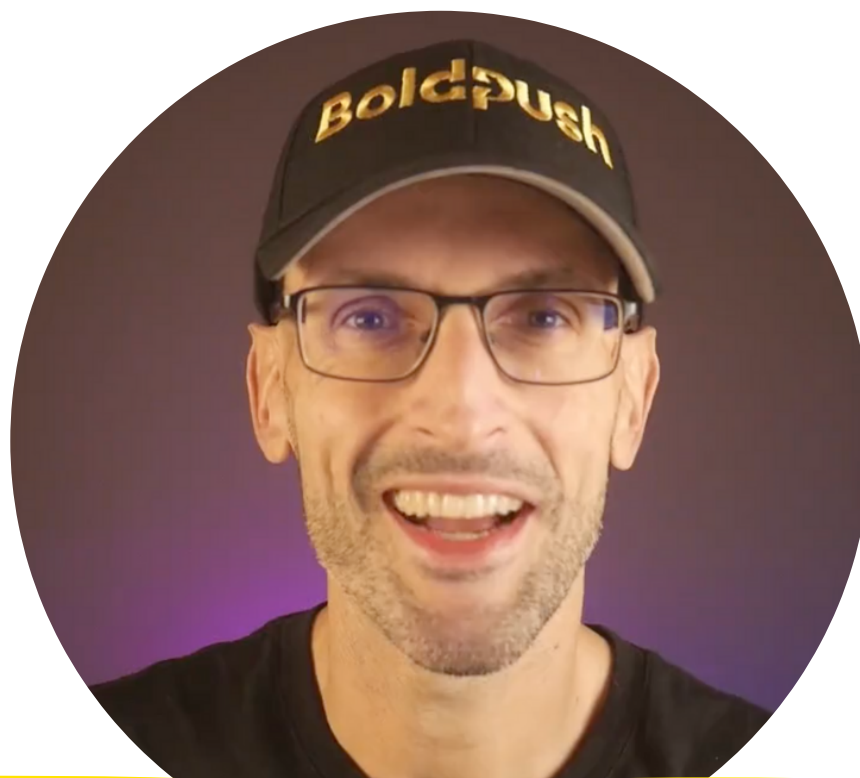


# **7 Tactics**

# **Event Marketers**

# **Use to Sell Out**

# **Events**



**No Trick Replaces a Great Event But  
a Great Event Still Needs Great Marketing**





# The best-kept secret of successful events? **Removing Friction**

- Friction
  - + Registrations
- 

Here is how **top event  
marketers** do it:



# 7. Keep Registration Prominent

Avoid linking to external pages.

Avoid opening a new window.

Avoid more clicks.


Keep registration available on **ALL** event pages.

Example →



# Inbound

Hubspot uses a persistent slider on their Inbound event website.



A screenshot of the HubSpot Inbound event website. A large yellow arrow points to a persistent slider on the left side of the page. The slider has a vertical bar with the text "CLOSE WINDOW" at the top and "MUSIC / NE / OFE" at the bottom. The main content area features a header with the title "TWO WAYS TO DIVE IN" and a section titled "GENERAL ADMISSION" with ticket prices and details.

**TWO WAYS TO DIVE IN**

**GENERAL ADMISSION**

September 6-8

~~\$675~~ Sold Out

\$899 Tier 2 Not On Sale

\$1,199 Tier 3 Not On Sale

\$1,499 Tier 4 Not On Sale

- ALL Access to all content and programming at the Boston Convention & Exhibition Center
- Concierge assistance for special hotel rates and an easy-breezy booking experience

## 6. Use Social Media Profiles as Mini Websites

**Don't interrupt the user experience.**

Use your Instagram profile pinned stories as a navigation of your website.

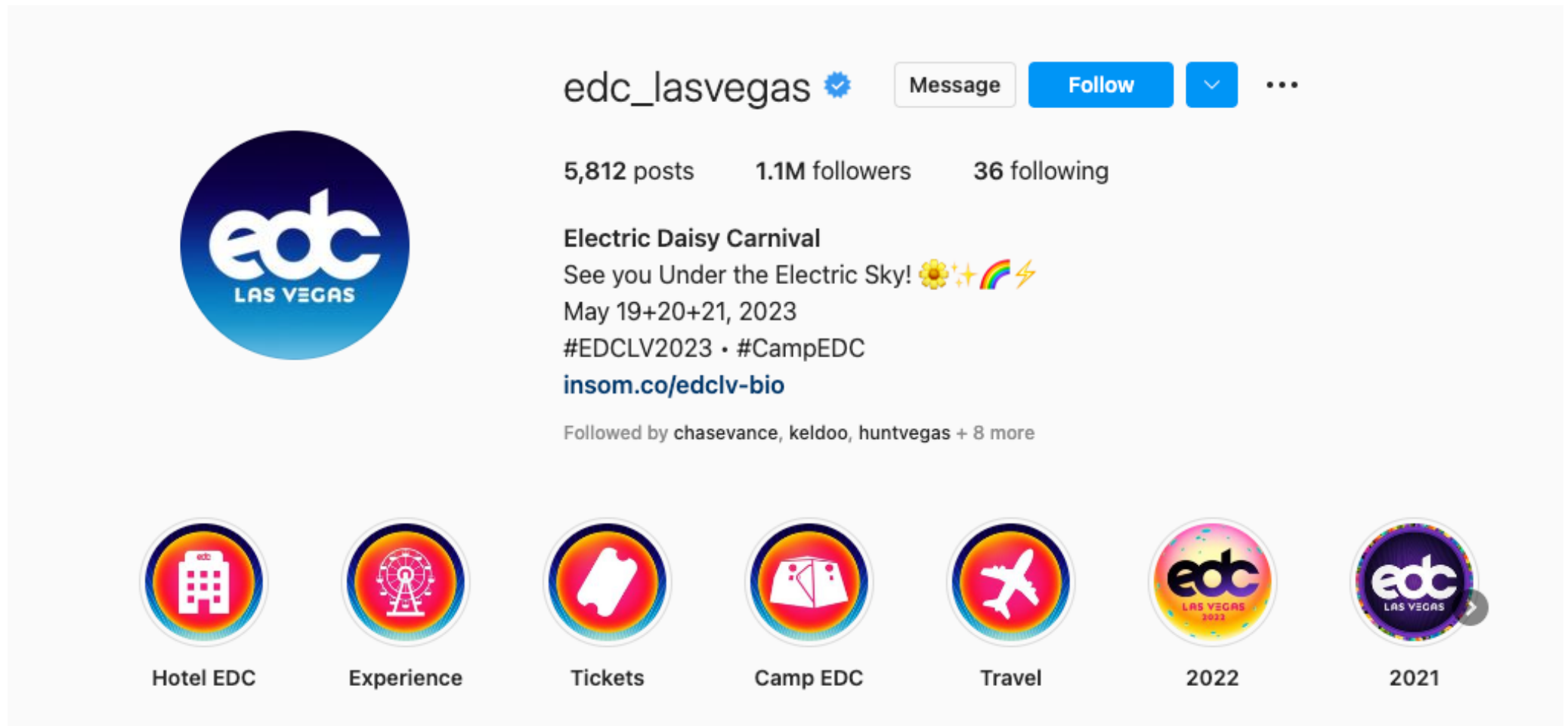
Use Linktree for 'Link in Bio' CTAs as a minisite.

Examples →

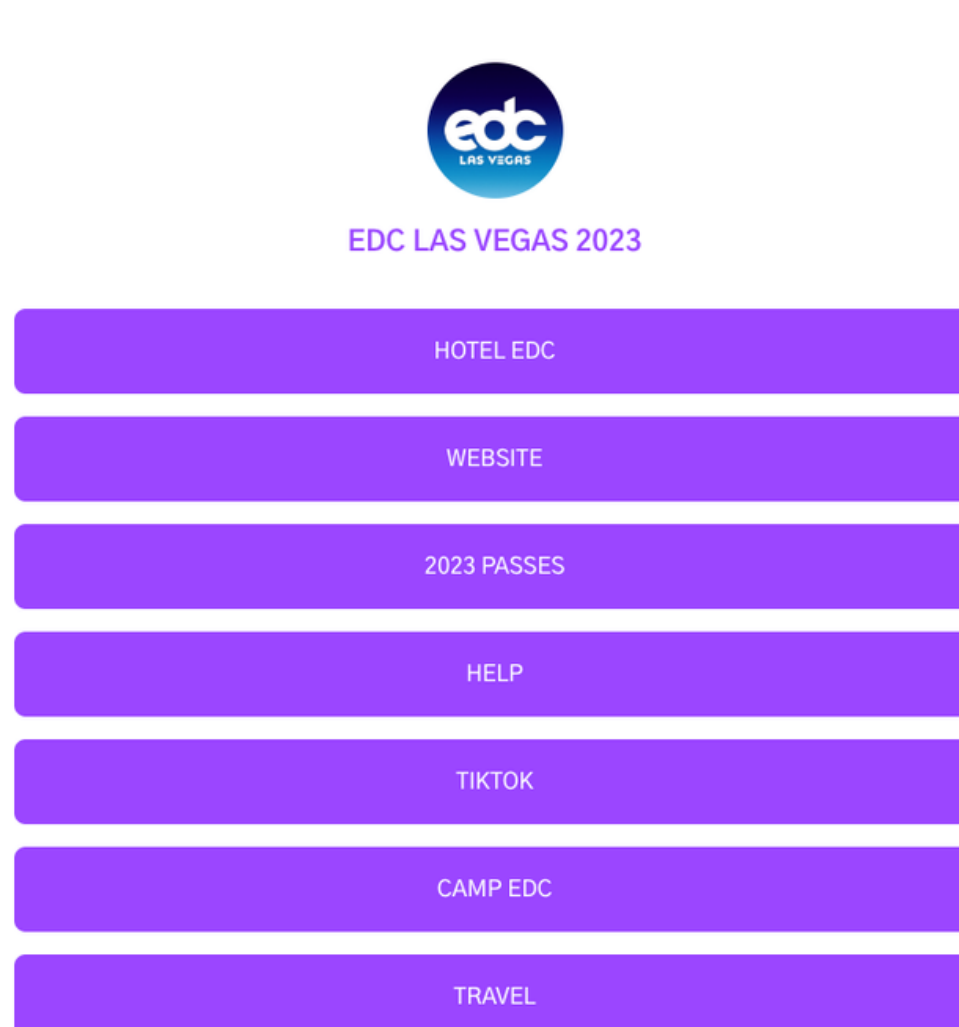


# EDC

## Instagram



## Linktree

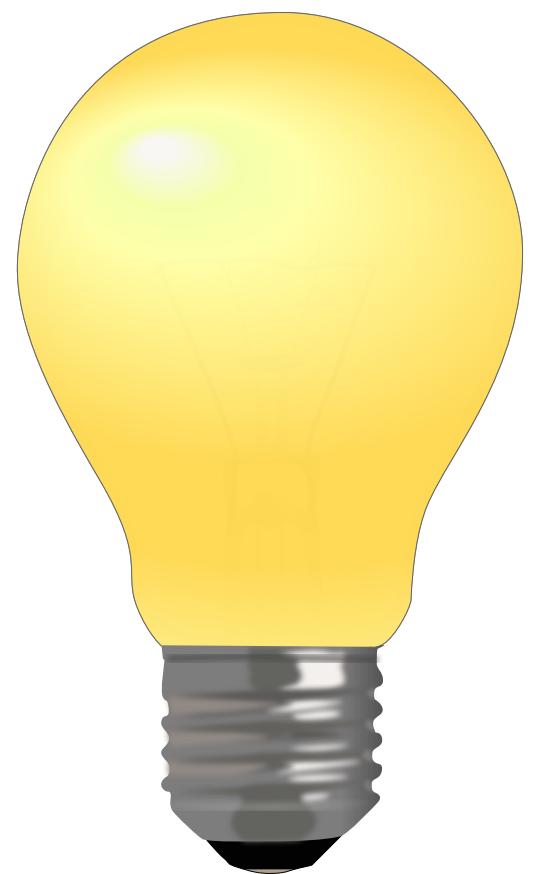


# 5. Use the Foot-in-the-door technique

Remove purchase or upgrade **friction**.

**Foot-in-the-door technique** ↓

Get potential attendees to commit to a **small** action. Follow up, asking for a **bigger** action.

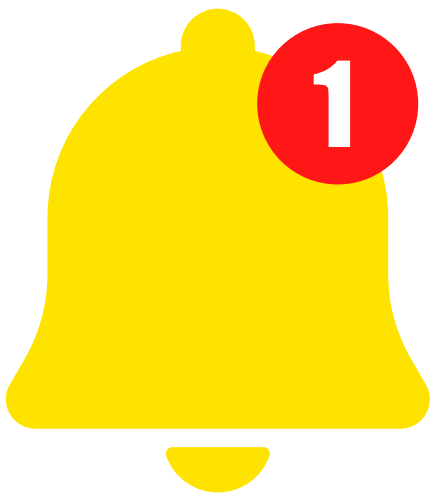


Examples →



# Foot in the Door

Invite to **subscribe** to the newsletter → Follow up with a discount code to **register**.



User **registers** for the event  
→ Send a discount/message to upgrade to a **premium** ticket.





## 4. Be Ready for Impulse Buying

"I just opened my Instagram feed. I ended up with a ticket to an event"



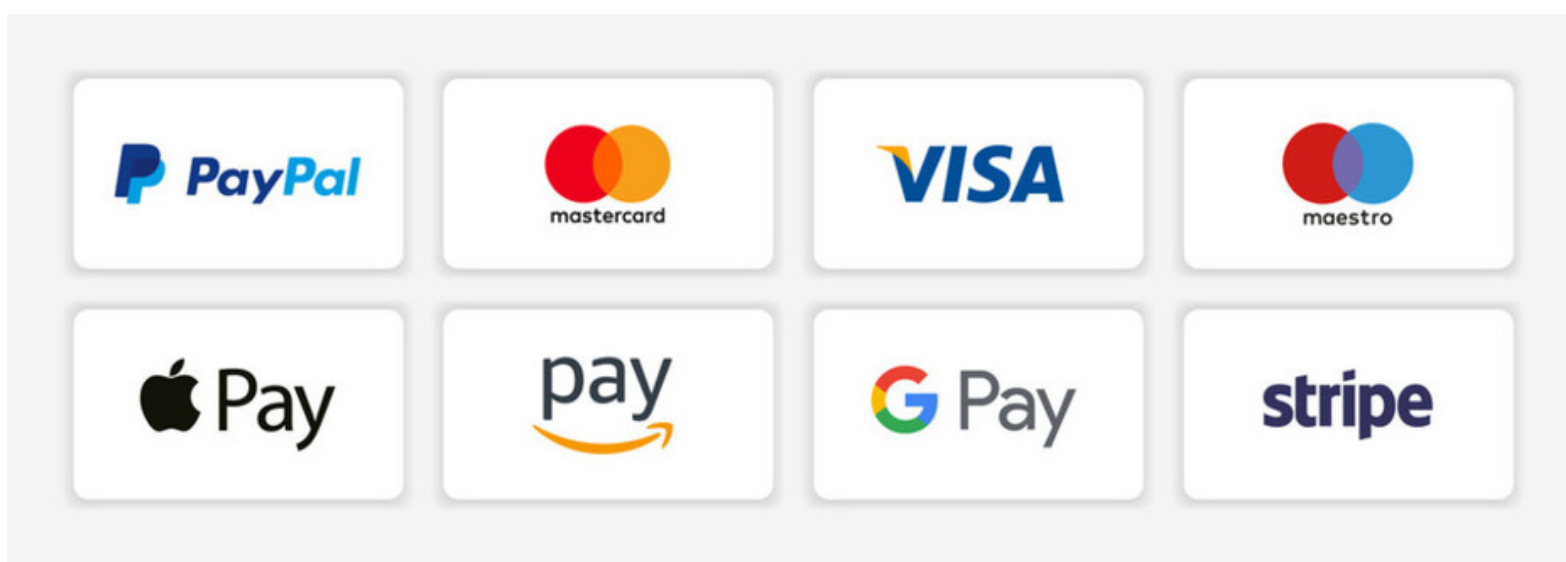
--All Of Us, At Some Stage

Examples →

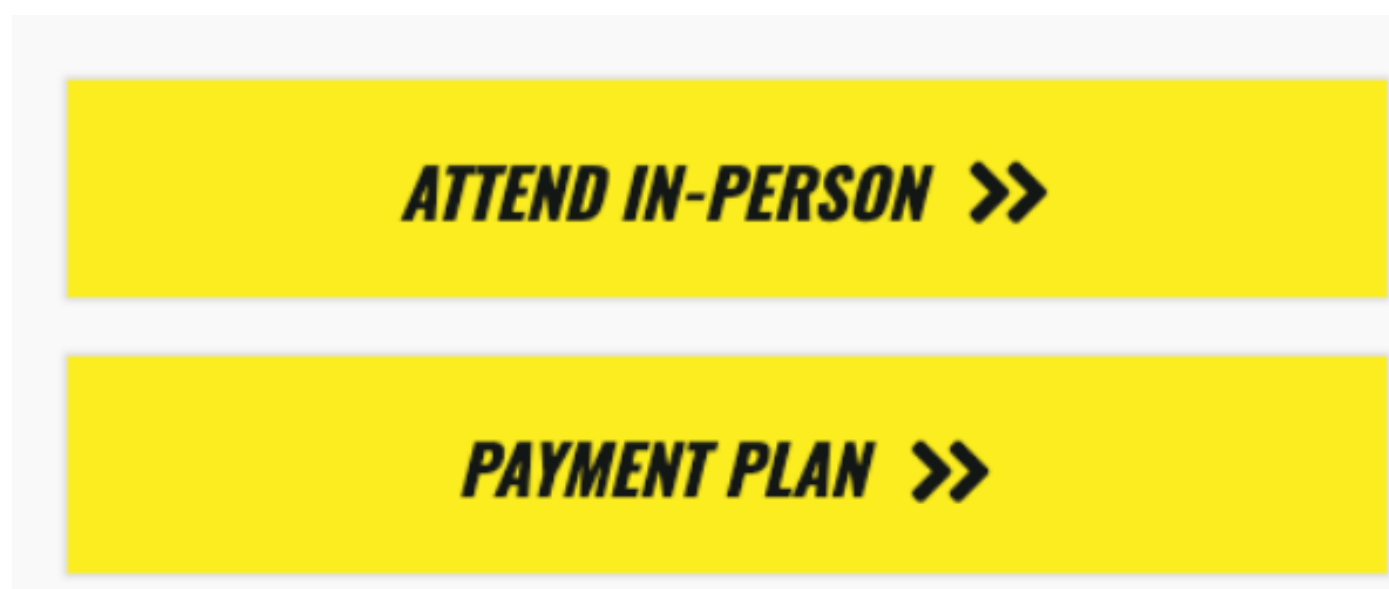


# Impulse Buying

Offer **Mobile** Payment Options.



Offer **Payment Plans** and **Financing** Options.



# 3. Double Down on 'What to Expect' Sections

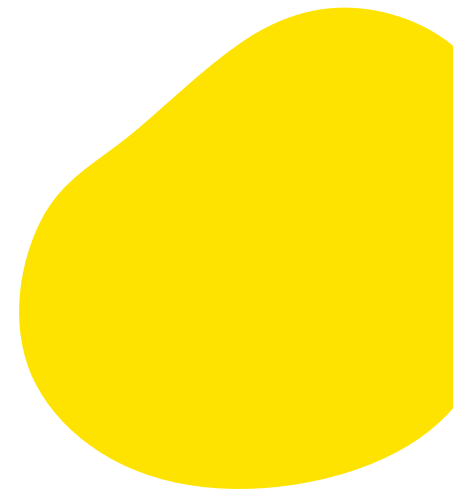
Ease the **anxiety** of attending events.



**Invest in:**



- Recap Videos
- Hype Videos
- Social Pictures
- Party Videos
- FAQs
- How to Guides



Example →



# Burning Man



## First-Timer's Guide

Burning Man is **not a festival**. Burning Man is a **community and global cultural movement guided by 10 practical Principles**. Together, we build Black Rock City, a participatory, temporary city in Nevada, USA. The global Burning Man community also co-creates Regional Events in more than 35 countries around the world.

We don't book acts or provide entertainment. What happens here is up to you! There is no corporate sponsorship. You are entering a "decommodified" space where participants value who you are, not what you have. There are no spectators! You are expected to participate, collaborate, be inclusive, creative, connective and clean up after yourself.

## « Black Rock City Guide

2022 Black Rock City Plan  
[First-Timer's Guide](#)  
Public Infrastructure  
Law Enforcement  
Trash and Recycling  
Sound Systems  
Drones  
Lasers



## 2. Do the Work For the Attendee

Think of all the reasons why they may say **no**, and address them.

Write a Convince Your Boss **template**.

Host a Convince Your Boss template **generator**.

Come up with a **Bring Your Team** page.

Example →



# Bring Your Team

## Reasons to Bring Your Team



### HUGE SAVINGS

The bigger your team, and the earlier you register, the more you save!



### TAKEAWAYS MULTIPLIED

With as many as 11 sessions running concurrently, you can split up, then regroup to share what everyone has learned.



### SHARED VISION

As the industry continues to evolve at a rapid pace, an educated team with everyone on the same page will make things back at the office run smoother.



### TEAM BUILDING

Camaraderie within your team will grow as you meet between sessions and bounce ideas off each



### CONTINUING EDUCATION

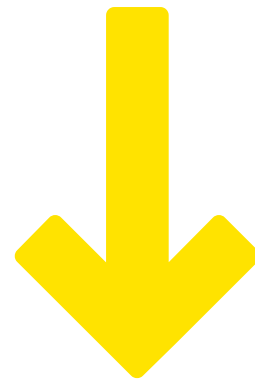
Every team member earns recertification credits and furthers their professional development.

**NOTIFY ME WHEN  
REGISTRATION OPENS**

# 1. Highlight the Most Popular Choice

Keep things simple.

Show the most popular choice for most attendees.



## Virtual Pass

Access to Livestream of  
Content Sessions

## All Access Pass

Complete Access to Sessions,  
Entertainment, & Networking

POPULAR

## VIP PASS

Premium Access For the Ultimate  
T&C Experience

Summary →



# To Wrap Up

1. Highlight the Most Popular Choice
2. Do the Work For the Attendee
3. Double Down on What to Expect Sections
4. Be Ready for Impulse Buying
5. Use the Foot-in-the-door technique
6. Use Social Media Profiles as Mini Websites
7. Keep Registration Prominent



# LET'S CONNECT



**Julius Solaris**  
Founder **Boldpush.**

I am **Julius.**

Over **300,000 event planners** downloaded my books. I unpack tactics to help you dominate your niche through **events and content.**

Like what you see?  
My free weekly newsletter is at  
**insights.boldpush.com**  
Turn the on for my profile.

**1.5M LinkedIn users saw my posts last year.**