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|  | Marketing your Event Toolkit |
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| 1/1/2017 | A rough guide to marketing your event |
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Contents

[Marketing 2](#_Toc491079787)

[Choosing how to promote your event can be a bit of a minefield, and of course, you want to put your efforts and money into things that are going to provide you with the best return on your investment. Here are some suggestions to consider… 2](#_Toc491079788)

[YOUR OWN WEBSITE 2](#_Toc491079789)

[SOCIAL MEDIA 2](#_Toc491079790)

[ONLINE LISTINGS 3](#_Toc491079791)

[Marketing continued… 3](#_Toc491079792)

[EMAILS & NEWSLETTERS 3](#_Toc491079793)

[PRESS & MEDIA 3](#_Toc491079794)

[YOUR LOCAL COUNCIL & ASSOCIATIONS 3](#_Toc491079795)

[PHOTOGRAPHY 4](#_Toc491079796)

[Key Contacts 4](#_Toc491079797)

# **Marketing**

## Choosing how to promote your event can be a bit of a minefield, and of course, you want to put your efforts and money into things that are going to provide you with the best return on your investment. Here are some suggestions to consider…

### YOUR OWN WEBSITE

Your first question should be “Does my event need its own website?” If it is a small event, a page or entry on your existing website is probably sufficient, but if your event is sizeable, such as a festival, you may need to consider a separate website.

Either way, a good website is no good unless you are using other methods to generate traffic to your website such as social media; otherwise it is like creating a beautiful poster and putting it in a drawer!

Your website should be easy to update as you may want to regularly make changes such as new activities, stallholders and other details as they develop. We would recommend having a website that you can update yourself, and aim to have a site that is free to or cheap to host. Blog sites such as BlogSpot or Word Press sites can be used as websites and are free and easy to update.

If your event offers ticket sales ahead of the date, consider if your website needs an e-commerce function, or can you use something like Eventbrite instead? ([www.eventbrite.co.uk](http://www.eventbrite.co.uk))

Don’t forget to link your social media channels to your website for maximum impact; regular activity on your website also helps boost your SEO. (Search Engine Optimisation)

### SOCIAL MEDIA

Which is the best Social Media site to use? This really depends on your target demographic, and there is lots of information around this on the internet if you want to delve. Typically though, most reports currently\* show that Facebook is still the UKs most used site. (\**March 2017)*

Social media is a good way to communicate regular updates to your followers and generate a buzz about your event. As well as general posts, consider other tools that your chosen site(s) have to offer. For example, Facebook ‘events’ are free to set up, and boosted posts and Facebook advertising is a relatively cheap way to get your event noticed by your target audience.

You may want to consider running a competition to generate interest; free tickets are an easy prize to fund! Check out the rules around competitions though on your chosen channels as they can remove competitions that don’t follow the rules.

If your event is in the Vale of Glamorgan, why not join a number of Facebook Groups and Hubs and promote your event to them. Consider ‘Cowbridge Hub’ and ‘Llantwit Major Hub’ for example.

### ONLINE LISTINGS

There are plentiful online listings for events, try entering ‘What’s On in South Wales’ into your search engine and explore the listings websites to determine which ones might be right for your event. As a starting point, why not consider Visit Wales, Wales Online and locally, Visit the Vale.

# **Marketing continued…**

### EMAILS & NEWSLETTERS

It’s good practice to collect email addresses from your visitors, find a way to encourage visitors to do this at your event such as offering a prize draw in exchange for an email address. Once you have an email database you can send emails about your upcoming events, or stories about previous events. You may also want to consider an e-newsletter too rather than an email as the magazine style pages are often more attractive to the recipient, and you can track your ‘click rate’ to see how effective they are. Either way, we suggest that you limit emails and newsletters to avoid unsubsricbers! For regular updates, focus on your social media channels instead.

You may also want to consider others that are circulating e-newsletters, for example, your local tourism association may send event reminders to their members, who in turn can share with their visitors to the area.

### PRESS & MEDIA

**Advertising** in the national and local press can be costly, may not reach your target audience, and may only be on the shelf for one day. Instead, why not see if a **listing** in their events section is more affordable, and consider repeating over a period of time. Free lifestyle magazines tend to have a longer shelf life and are more events focused, locally, why not consider Vale Life, Red Handed or Buzz magazine.

You could also send a **press release** or suggest a story for an editorial piece, the magazines are usually more open to these, although the newspapers may run a story if it is unique enough. Try contacting editors in person to have a chat. Why not contact some **local radio stations** too as they always on the lookout for interesting stories.

### YOUR LOCAL COUNCIL & ASSOCIATIONS

In the Vale of Glamorgan, the councils tourism team operates the ‘**Visit the Vale’** website [www.visitthevale.com](http://www.visitthevale.com) and social media channels. The team are always keen for new content and happy to promote local events. Get in touch as soon as you can to get your event on their radar.

The team also distribute leaflets to over 50 Tourism Information Points around the Vale and will distribute leaflets on your behalf too. (Ensure your prints are professional quality, the right size and are plentiful!)

Also in your local area, you may find it useful to join, or communicate with your local chambers of trade, or trade associations. In the Vale of Glamorgan, each town has a chamber of trade, and there is a **Vale Tourism Association**.

### PHOTOGRAPHY

Never underestimate the power of good photography when promoting your event. Think about employing a professional photographer (even if just for an hour) at your event for future use, in the meantime, ask any partners in your event to provide you good quality professional photographs, these might be from your stall holders, entertainment providers, and the venue. You can also source free stock photography of events and the local area from Wales on View. ([www.walesonview.com](http://www.walesonview.com))

# **Key Contacts**

Please note that all contacts below are specific to the Vale of Glamorgan. Please consult your local authority for your relevant local contacts if you are outside of the Vale of Glamorgan.

**Licensing**

Licensing Section

Civic Offices

Holton Road

Barry

CF63 4RU

**Tel:** 01446 709105

**Fax:** 01446 709808

**Email:** [licensing@valeofglamorgan.gov.uk](mailto:licensing@valeofglamorgan.gov.uk)

**Health and Safety**

Vale of Glamorgan Council’s Health & Safety Team on 01446 700111

**Email**: [RegServ@valeofglamorgan.gov.uk](mailto:RegServ@valeofglamorgan.gov.uk)

**Useful website** - <http://www.hse.gov.uk/event-safety/running.htm>

**Police & Highways**

To determine if your event will need any police presence or road closures, please contact the councils Events Officer Sarah Jones who will liaise with the Events Safety Advisory Committee. The committee will then advise who should contacted and how.

**Refuse/ commercial waste**

**Tel:** visible services 01446 700111

**Email:** [visible@valeofglamorgan.gov.uk](mailto:visible@valeofglamorgan.gov.uk)

Check the VOG website for further info on refuse prices.

**Shared regulatory services**

Online form

<http://www.hse.gov.uk/event-safety/running.htm>

**Vale of Glamorgan Tourism & Events Team**

**Tel:** 01446 704867

**Email:** [tourism@valeofglamorgan.gov.uk](mailto:tourism@valeofglamorgan.gov.uk)

**Creative Rural Communities**

**Email** [create@valeofglamorgan.gov.uk](mailto:create@valeofglamorgan.gov.uk)

**Tel:** 01446 704868