

Sponsored by

01763 252854



www.gttrax.co.uk

Temporary roadways & walkways for hire - made from recycled plastic



GET SOCIAL

We're living in the age of social media – but why is it so important for organisers to get on board? Nuticket's Lisa Murgatroyd and GT Trax's Graham Crisp are here to help...

Lisa Murgatroyd
@lisanutickets



In a recent conversation I had with a venue owner, he described posting on Twitter to me as "starting a conversation with yourself and hoping someone responds." I disagreed.

Understanding your audience, the medium and tone you use, and when you post something, can guarantee engagement.

For event organisers, it's not just about your own social media presence, but how your attendees interact with your brand.

The conversation starts pre-purchase. Use social media listening tools to receive alerts and interact with your potential customers.

During your event, facilitate the conversation online, or include a screen onsite for posts from Twitter and Instagram. Successfully curating your event's online presence will not only increase your brand awareness but become part of its legacy, a real time review to assess your strengths and weaknesses.

And what about when the event is done? Get ready for the next one! Produce videos and release them in stages after the event to keep the memories fresh, or to show those who didn't attend what they missed out

Graham Crisp
@GTTrax



Companies must cost-effectively demonstrate the main features and benefits of their complete range of products to current and potential clients. Social media affords we, the industry, opportunities to overcome obstacles without having to put too much additional strain on our marketing budget.

Social media should be updated three to four times per week with images of latest projects, examples of current contracts and other relevant information. This gives the opportunity to instantly update clients and users on activities and demonstrate the company's versatility to a current or potential customer.

Occasionally featuring work being carried out in your yard, introducing to your clients to team members has a dual effect – office staff can see the projects they have set up in real time and likewise the site people can see the work being completed 'behind the scenes.'

The use of social media is probably the most important new element for marketing in the events industry.

I tweet Tweet

Get the interwebs talking about your event with some clever tweeting. Here are just a few examples of Twitter in action...

