

CPD EVENT PROMOTION OUTLINE

PROMOTE YOUR EVENT ON SOCIAL MEDIA

METHODOLOGY OF APPROACH | 2018

GET SOCIAL WITH SAZ | ONLINEEVENTS.CO.UK



Get Social With Saz



onlinevents

TABLE OF CONTENTS

SECTION 1	Images
SECTION 2	Booking Website
SECTION 3	Videos
SECTION 4	Free Giveaway
SECTION 5	Facebook Chatbots
SECTION 6	Scheduling & Posting
SECTION 7	Resources

IMAGES

THIS IS YOUR STARTING POINT

If you are promoting anything on social media, Images always help the post to be seen by a much larger audience. Create images such as the images shown below to start promoting your event with at least the title. Even if you do not have a date yet, still promote the event title.



Facebook Sized Image



Twitter Sized Image



You don't need to add all of the information to the image, leave this for the status update. Sometimes an image itself is enough without text

Create images for Twitter and Facebook. As you can see above they are different sizes, this is to do with the style of the platform.

You will need to vary the content of your images you create as you don't want to share the same image week after week until your event. You want to be telling the story around what your event is about and what delegates will get out of the event.

Here are examples of the kinds of images we frequently create for event promotion

- Event image (As above)
- Countdown Reminder Images (includes early bird if appropriate)
- Testimonial images from previous events
- Twitter header image to promote the event
- Facebook Header image to promote the event
- Programme Image (if appropriate)
- Location info

See Page 7 for image creation resources

1 Social Media Event Promotion Guide

BOOKING WEBSITE

EASY BOOKING & PAYMENT

As your potential delegates start to see your event online, as their interest grows they will start to look for details such as prices, how to book etc.

The easier it is to book an event could make the difference between attending your event and not

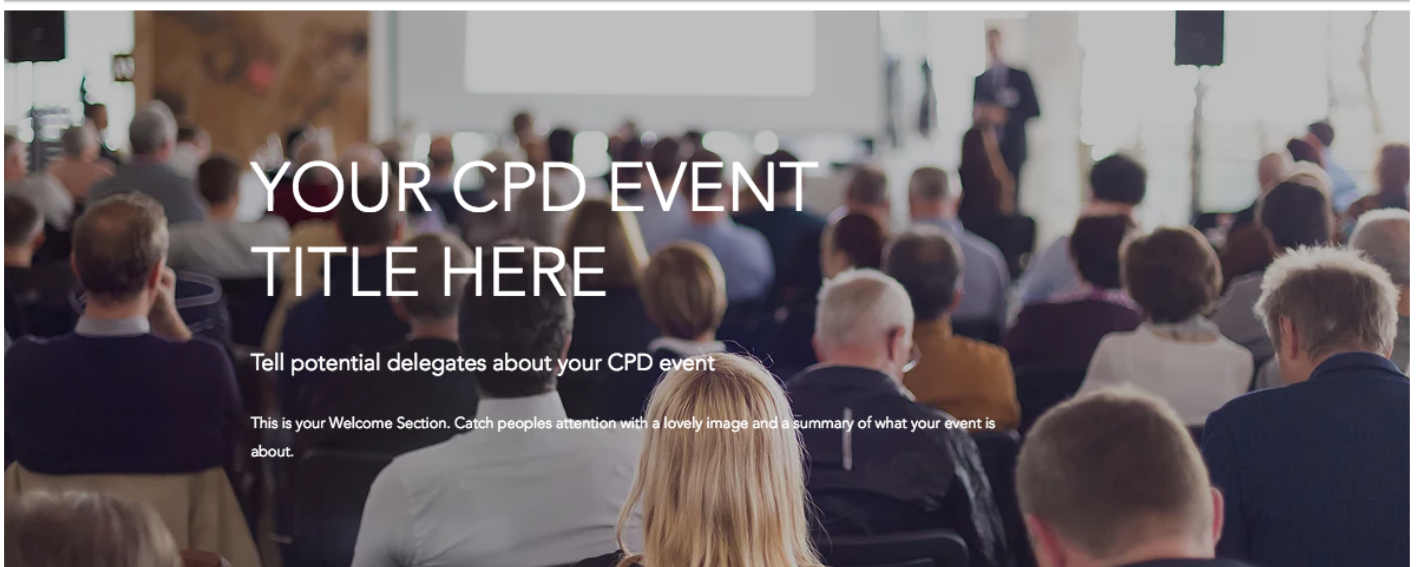


Create a simple 2 Page website with wix.com for easy payment and contact details for delegates

CPD Training Template Website

Take CPD Event Bookings Online

[Home](#) [About Me](#) [Workshop](#) [CREATE MY PAGE FOR ME](#) [FAQ](#) [Contact](#)



CLICK THE IMAGE ABOVE TO VIEW THE DEMO EVENT WEBSITE WE CREATED

You can connect your event booking site to your existing website via a tab or a link. The beauty of having a separate website is that your delegates can easily access and make payment without distraction. You collect the payment into your account without even needing to make contact with the delegate unless they have specific questions.

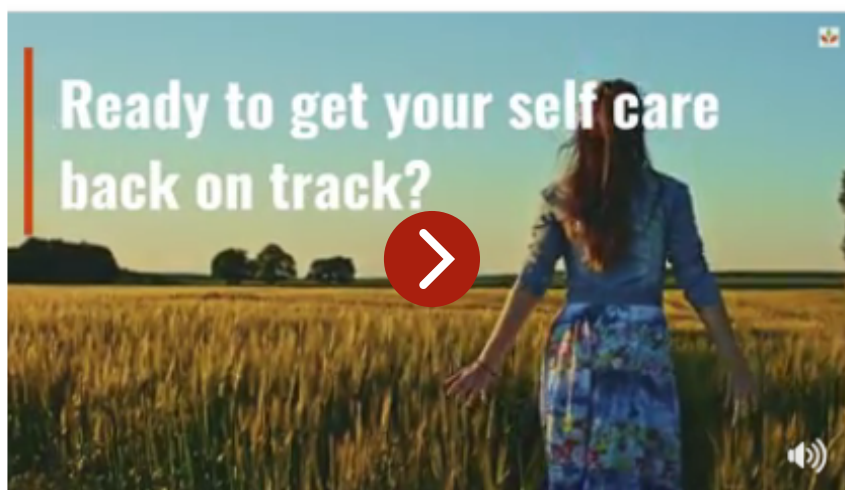
See Page 7 for website creation resource

2 Social Media Event Promotion Guide

VIDEOS

NEXT START CREATING VIDEO

Once you have chosen your event theme, sent out a couple of images to your social media feed, start picking up the pace with video. Facebook is pushing video content to the top of users' feed. So why not capture the attention of potential delegates with some nice enticing video content.



Click on the image above for an example of a promotional video on a Facebook feed

TIPS

- ***Always upload your video direct to Facebook and Twitter. Direct uploads will play automatically on users feeds.***
- ***If you are talking to the camera, keep it short and add subtitles (available in Facebook editor)***
- ***Include square video as a variation***

Just like your images images, create a variation of videos, not all around your event but around what you do and why you do it. This will create a story your audience will start to see in their feeds and be encouraged to check out what you are offering.

Here are examples of the kinds of videos we frequently create for event promotion

- Event info video - Variation of at least 3 different videos
- About your organisation/group
- Testimonial quotes from previous events
- Presenter info
- Location info
- Sponsor info (If appropriate) Add a little bit of body text

See Page 7 for video creation resources

FREE GIVEAWAY

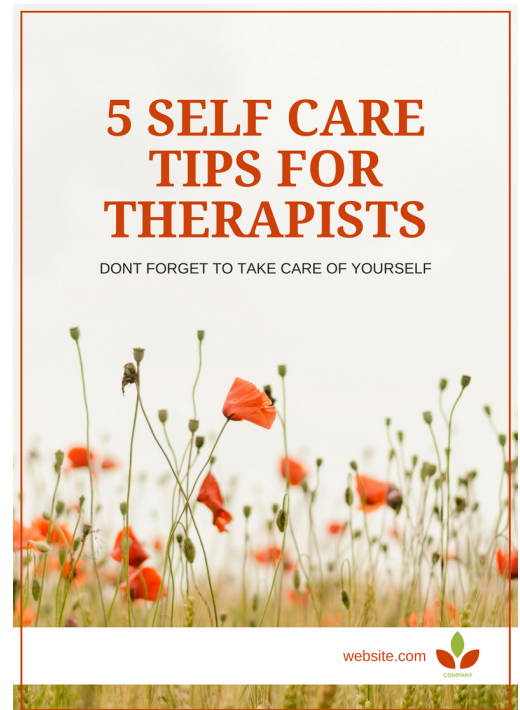
OFFER SOMETHING FREE

Everyone likes to get something for free! Be as generous as you can by creating content you can give away as part of your promotion. By including your event details within the giveaway, you will be able to promote to an audience who are interested in your topic.

This PDF you are reading is an example of a free download you can offer.

TIPS

- **Create a PDF (shown above) Keep your branding similar to what you will be using to promote your event.**
- **Create at least 3 downloads, something your audience can use over and over again**
- **ALWAYS include your event promotion and contact details**



Here are a few PDF download ideas to help you get started:

- 5 Reasons why.....
- 3 Main ways to.....
- 4 Tips I always suggest for....
- 6 Main takeaways from our workshops.....

See Page 7 for image creation resources

4 Social Media Event Promotion Guide

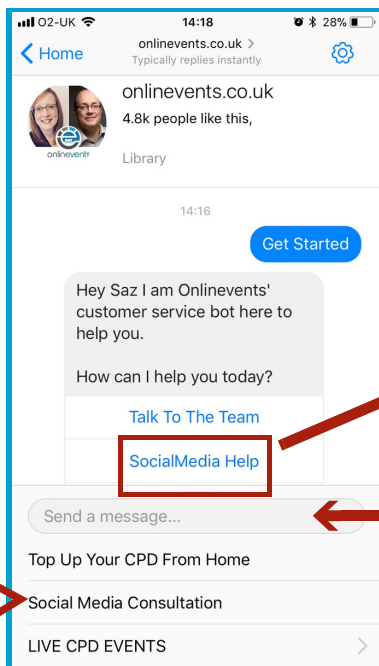
FACEBOOK BOTS

AUTOMATE YOUR CUSTOMER SERVICE

Facebook Chatbots are the latest tool in marketing! More and more users are happy to communicate via a text message rather than looking for an email in their inbox. Your Chatbot can Send instant responses to queries about your event, guide users to specific booking pages and deliver your download automatically.

So, your audience will learn about your event, be kept up to date with details of your event and book your event all over their phone from their messenger app. **A personal events administrator working for you!**

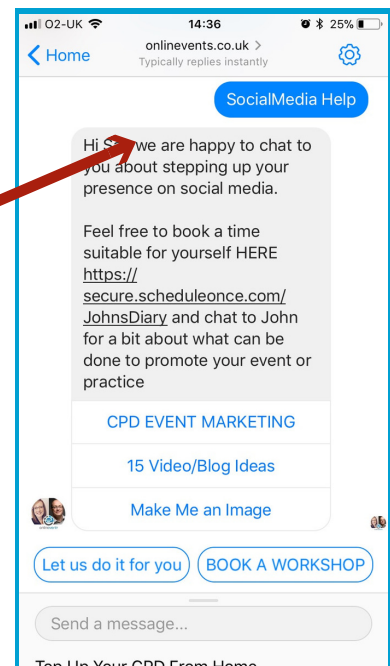
An example of our Chatbot at Onlinevents



User Chooses an option

Users can still send a message

Use Menus to guide your audience



Chatbot provides options, links and downloads

TIPS

- Always have the option for the user to talk to the team
- Keep a conversational feel
- Create a button where delegates can be directed to your booking site

See Page 7 for Facebook bot creation resource

Scheduling & Posting

AUTOMATICALLY POST YOUR CONTENT

Your aim is to catch the attention of your audience while you are busy working on other areas of our business.

Marketing your event on an automated schedule allows you to attract the attention of users who are scrolling through social media at various times during the day.



Make sure you keep an eye on your social media platforms and reply to anyone who likes, shares or comments on your scheduled posts.

Twitter and Facebook both have very different user experiences. Facebook is used as a very sociable platform where users keep up to date with family and friends. Twitter is more networking orientated with a much faster feed using #Tags to extract content they want to see.



TWITTER SCHEDULING

We recommend posting to Twitter more regularly as it is a very fast-moving platform. Your followers will not always see your Tweet about your event if you post only at a certain time on a certain day. It needs to be constant. Use all of your content on Twitter and schedule it at varied times during the week.



FACEBOOK SCHEDULING

It is important to post to Facebook when your audience is most using the platform. Facebook Insights provide this information for Facebook Business pages. Create content which users can interact with, ask a question for example.

See Page 7 for scheduling resources

RESOURCES

RECOMMENDED RESOURCES

IMAGES

canva.com

pixabay.com

spark.adobe.com

BOOKING WEBSITE

wix.com

VIDEOS

lumen5.com

spark.adobe.com

wave.animatron.com

FREE GIVEAWAY

canva.com

FACEBOOK CHATBOTS

manychat.com

SCHEDULING POSTS

bufferapp.com

tweetdeck.com

postplanner.com

meetedgar.com

LETS US DO IT FOR YOU

CHOOSE A PACKAGE AND SAVE YOURSELF TIME

Ideal for one day events

SILVER

IMAGES

Event title Image designed for Facebook & Twitter

Countdown image designed for Facebook & Twitter

Testimonial image designed for Facebook & Twitter

Location info designed for Facebook & Twitter

Social media header images (Facebook & Twitter)

VIDEOS

Event title square & landscape

Organisers info square & landscape

Presenters Info square & landscape

GOLD

SILVER PACKAGE PLUS.....

Booking Website* Includes:

- Delegates registration & payment
- Payments straight to your account
- Live chat for website visitors
- Programme
- Testimonials
- Easy access to attendee list and emails

Facebook Chatbot Includes:

- Automated menu
- Links to event booking
- Automated guide to website and downloads

PLATINUM

GOLD PACKAGE PLUS.....

5 Extra Images

5 Extra Videos

More complex automated Facebook Chatbot

Design and creation of PDF giveaways

Auto Scheduling to Twitter & Facebook

All content shared on Onlinevents social media feeds

£157/Event

£385/Event

£990/Event

Optional +£20/Month for SM Auto Posting

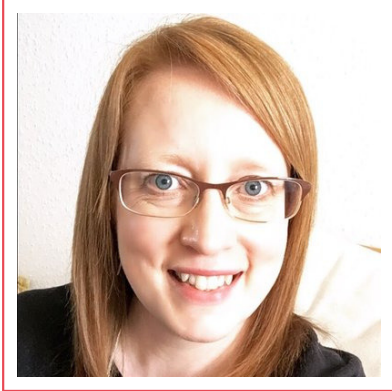
All packages can be personalised

ORDER TODAY



Get Social With Saz

SOCIAL MEDIA SUPPORT



I founded Get Social With Saz to help support practitioners in helping professions to get to grips with social media and help promote all kinds of CPD events online.

It can be a scary place sometimes when you are unsure of the social media platforms, what you should do, what you can do etc. I have experience promoting online CPD events for the learning resource i co-founded, [Onlinevents](#)

I provide one to one coaching sessions on the phone and video. These allow practitioners to learn what they need and to get support when they need it.

BOOK A FREE COACHING CALL

If you need support with your next CPD event promotion I can help with....

- Creating your videos with your phone/video camera
- Creating a specific web page for registrations and payment
- Creating social media images to promote your event
- Creating online resources such as PDF downloads and resource guides
- Scheduling your posts on social media to free up your time

AND MUCH MORE....

CONTACT & SUPPORT

CLICK BELOW TO JOIN OUR FACEBOOK GROUPS

 [How to Market Your CPD Event Online](#)

 [Get Social With Saz](#)

 [Social With Saz](#)

 [@SocialWithSaz](#)

 sandra@onlineevents.co.uk



Get Social With Saz



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