

9 QUESTIONS TO ASK WHEN CHOOSING AN EVENT PROMOTION PLATFORM

Just like how the perfect ingredient can enhance the flavor of a dish, the right marketing platform can improve the success of your campaigns. Here's what to ask when looking for a platform that suits your event promotion needs.

1. What features does your platform offer for event promotion?

Make sure the platform offers features designed for event promotion, like ticketing integrations, event landing page builders, and tools for running promotional campaigns.

2. Which tools does your platform integrate with?

Ticket buyer data is what drives your campaigns. Check for integrations with your ticketing provider or other popular third-party tools to simplify your campaigns and data management. Also be sure to ask about the features and capabilities that come with each integration.

3. What kinds of segmentation does your platform provide?

Some platforms offer segmentation based on demographics and behaviors, but what about event-specific factors? Seek out targeting options like genres, artists, venues visited, and ticket purchase history.

4. How does your platform support multi-channel marketing?

Event promotion goes beyond just emails to drive ticket sales. Make sure the platform can handle marketing across emails, SMS, and social to maximize your reach and engagement.

5. How customizable are the templates and designs?

Having the ability to customize email templates, landing pages, and other promotional materials is crucial for aligning with your brand and event theme. Look for a platform with easy-to-use customization options.

6. What kind of analytics and reporting does your platform offer?

Campaigns are only as good as your data. Make sure the platform offers robust analytics to track campaign success, attribute ticket sales, and measure ROI.

7. What level of customer support and training do you offer?

We all need a little help sometimes. Setup assistance, troubleshooting, and campaign optimization are some common pain points. Look for a platform that offers responsive customer support and comprehensive training resources.

8. How does pricing work and are there any hidden fees?

Clarity is essential to avoid unexpected costs. Understand the pricing model, including subscription fees, usage charges, and any extra costs for premium features or services.

9. How does your platform handle growth as my events grow?

As your events and promotional needs change over time, it's crucial to pick a platform that can adapt with you. Look into the platform's ability to scale and adjust to support your future growth and expansion of your event promotion strategies.