

From announcements
to sold out

THE PLAYBOOK FOR FESTIVAL PROMOTERS

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INTRODUCTION

Running a well-attended festival that goes off without a hitch is certainly no easy task. As a festival promoter, you oversee almost every logistical aspect, which means juggling dozens of competing priorities before the gates even open. From coordinating multiple moving parts and managing high upfront costs to booking talent and securing permits, you must be able to multitask, delegate, and problem-solve on the fly without losing your cool.

Meanwhile, your work doesn't stop when the festival ends. Maintaining fan engagement throughout the year is crucial to continued success. Your fans need consistent touchpoints all year to stay interested in your festival long after the stages have been cleared.

When the stakes are high and there are plenty of opportunities for things to go wrong, you can't afford to take a risk in an already crowded market. You need efficient marketing tools that will maximize ticket sales quickly and keep your fans engaged year-round. This is where Hive comes in.

As the go-to marketing platform for promoters, Hive supports you through every stage of the event cycle. You can create campaigns powered by your ticket buyer data, use event-specific filters for hyper-targeted promotions, and gain visibility into the ticketing revenue each campaign generates. Ultimately, Hive makes it easier for you to connect directly with fans, expand your reach, and sell more tickets.



This playbook will guide you through each stage of the event cycle, offering templates and tips for how to use Hive's features to best promote your festival and sell more tickets in record time.

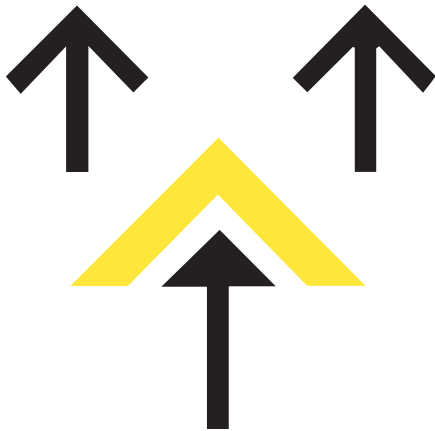
Strategies to engage fans throughout the event cycle

The duration of the event cycle varies for each event, but all events go through the same stages: announcement, presale, onsale, maintenance, backend, and off-season. Some cycles may last a few weeks, while others span several months. However, the key to your festival's success lies in regular fan interactions; consistent engagement builds a loyal fanbase and ensures repeat attendees.

Although engagement and ticket sales will fluctuate throughout the event cycle, there are long-term strategies to help you maintain momentum. Let's break down each stage and explore recommended strategies for successfully promoting your festival.



ANNOUNCEMENT

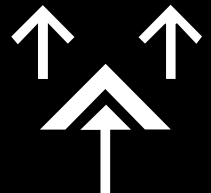


Your main goal during the announcement phase is to generate hype and excitement around your festival. This is when your event will receive the most attention, so it's crucial to capture your fans' interest. You'll want to provide as much information as possible, like:

- The festival dates and location
- Headliners and other must-see acts
- Ticket tier pricing and sale dates
- Any other important details you'd want as a ticket buyer

This is also a great time to gather valuable data about your fans through presale registrations. Additionally, tracking website behavior during this high-interest period can provide insights into your organic efforts. Understanding how fans navigate your site and engage with your content allows you to tailor future marketing strategies. Since this phase sets the foundation for a successful presale and overall festival turnout, the more data you collect now, the more you can use later to re-engage fans when attention wanes.

TEMPLATES FOR THE ANNOUNCEMENT STAGE



Event announcement: Email

Suggested Segments

- Past purchasers for an artist/event
- Past presale registrants for an artist/event
- Location: Identified city
- Affinity: Similar artist/event



[Event Name] [Year] Lineup + Presale Registration!

[Image (usually the festival poster)]

💥 **[Event Name] [Year] Lineup is Here!** 💥

Join us on **[Event Date(s)]** for an incredible experience featuring this year's lineup: **[Lineup Highlights]**. With various ticket types and flexible payment plans, there's an option for everyone!

REGISTER NOW FOR PRESALE ACCESS

Presale starts on **[Start Date]** at **[Start Time]**. Register now through **[End Date]** at **[End Time]**, and we'll send you a code and link to buy tickets. Don't miss out!

[Register Now Button]

Delivery time: Announce day

Event announcement: SMS

Suggested Segments

- Past purchasers for an artist/event
- Past presale registrants for an artist/event
- Location: Identified city
- Affinity: Similar artist/event

🌟 **[Event Name]** is back for **[Year]**! Presale starts on **[Start Date]** at **[Start Time]**. Register now for early access: **[Shortened URL]**

Delivery time: Announce day

Presale registration confirmation: Email

Suggested
Segments

Presale registrants



You're Registered for **[Event Name]** Presale!

[Image]

You're officially registered for the **[Event Name]** presale!

Presale starts on **[Start Date]** at **[Start Time]**. We'll send you a text and an email with a link and code to buy tickets before they go on sale. Remember, your code doesn't guarantee tickets as they are limited, so be sure to act quickly!

Event Details:

[Event Name]

[Show Date]

[Venue]

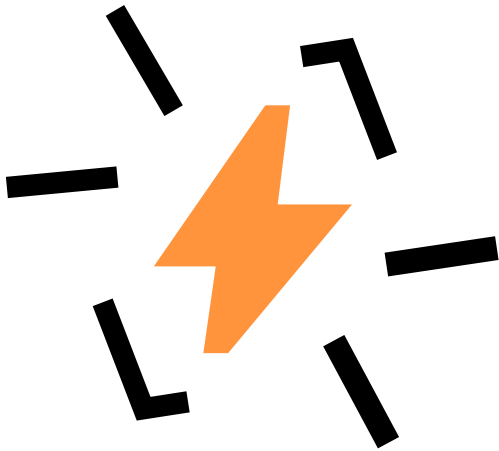
Presale: **[Start Date] [Start Time] – [End Date] [End Time]**

Onsale: **[Start Date] [Start Time]**

Get ready for an incredible experience!

Delivery time: Immediately
after presale registration

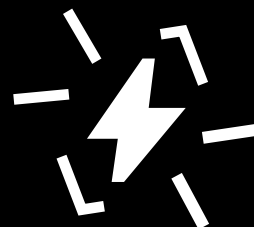
PRESALE



In the presale stage, your mission is to build FOMO and drive early ticket sales. This is your chance to offer exclusive early access to a select group of fans—like previous attendees, newsletter subscribers, or VIPs. Be sure to highlight any special perks or discounts to help incentivize early purchases.

It's worth noting that a presale doesn't have to involve discounts. Just giving a group of people the chance to buy tickets before everyone else can be enough to drum up sales. Plus, once your subscribers know they can expect presales from you, they'll keep an eye out for them for future events and will be more likely to purchase their tickets early.

TEMPLATES FOR THE PRESALE STAGE



Presale open (registrants): Email

Suggested
Segments

Presale registrants



Your Exclusive Code for **[Event Name]** Presale 

[Image]

 PRESALE STARTS TODAY AT **[START TIME]**! 

[Event Name]

[Show Date]

[Venue]

Get ready! Presale kicks off at **[Start Time]**. Use the code and link below to grab your tickets. Remember, your code doesn't guarantee tickets—they're limited, so act fast!

Code: **[CODE]**



[Buy Now Button]

Delivery time: 60 minutes
before presale opens

Presale open (registrants): SMS

Suggested
Segments

Presale registrants

 **[Event Name]** presale
starts today at **[Start Time]**!
Use code: **[CODE]**  Get
tickets: **[Shorten URL]**

Delivery time: 60 minutes
before presale opens

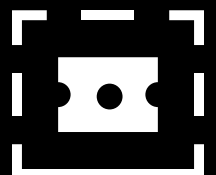
ONSALE



The onsale stage begins when tickets are available to the general public. Now is the time to create urgency with compelling messages highlighting limited availability or the festival's excitement. Use phrases like "Tickets are going fast!" or "Don't miss out!" in your marketing to prompt immediate action. Providing real-time updates on ticket availability and price tiers can also drive urgency and conversions.

Given the high engagement and conversions during the onsale stage, this is the time to amplify your marketing efforts across all channels—email, SMS, social media, and digital ads. Remember to use the data collected during the presale to retarget interested attendees with personalized offers and reminders. It's also a wise move to increase your ad spend to reach as many potential attendees as possible.

TEMPLATES FOR THE ONSALE STAGE



General onsale: Email

Suggested Segments

- Past purchasers for an artist/event
- Past presale registrants for an artist/event
- Location: Identified city
- Affinity: Similar artist/event



On Sale Now: **[Event Name] [Year]** at **[Location]**

[Image]



TICKETS FOR **[EVENT NAME] [YEAR]** ARE ON SALE NOW! 

[Event Name]

[Event Date(s)]

[Venue]

Join us on **[Event date(s)]** for an incredible experience featuring this year's lineup: **[Lineup Highlights]**. With various ticket types and flexible payment plans, there's an option for everyone!

Tickets are limited. Grab yours today. Don't miss out!


[Buy Tickets Button]

Delivery time: Start of onsale

General onsale: SMS

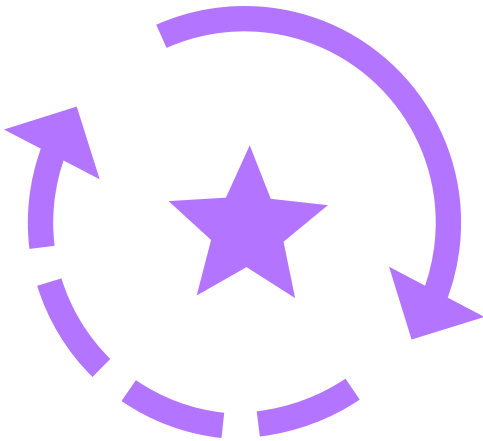
Suggested Segments

- Past purchasers for an artist/event
- Past presale registrants for an artist/event
- Location: Identified city
- Affinity: Similar artist/event

 Tickets on sale now for **[Event Name]** at **[Location]** on **[Event Date(s)]**! Get yours here: **[Shortened URL]**

Delivery time: Start of onsale

MAINTENANCE



The maintenance stage is the inevitable lull in the middle of every show cycle. While engagement and ticket sales may dip, this is not the time to rest on your laurels. Staying active in your communication keeps your fans excited and invested in your events. This is key to building a loyal fanbase that is eager for your next announcement. Plus, keeping fans engaged helps you collect insights to personalize future campaigns and drive results.

Use this time to host contests offering unique experiences, like meet-and-greets with artists, backstage tours, or VIP passes. These contests not only engage your fans but also help grow your database by collecting participants' contact information and keeping your audience excited.

Be strategic with your budget during this stage. Focus on low-cost, high-engagement activities to keep your audience engaged without overspending. Use organic content and targeted campaigns to engage fans with no extra costs. Advanced segmentation strategies can stretch your budget, allowing for more cost-effective marketing.

TEMPLATES FOR THE MAINTENANCE STAGE



Join the community on social: Email

Suggested
Segments

Current purchasers



Join the **[Event Name]** Community on Social Media! 📱

[Image]

Welcome to the **[Event Name]** crew!

Join our community on social media and connect with fellow festival-goers. Share your excitement, get the latest updates, and be part of the conversation!

Follow us:

- Facebook: **[Link]**
- Instagram: **[Link]**
- X: **[Link]**
- TikTok: **[Link]**

Use our official hashtag: **#[EventHashtag]**

Can't wait to see you there!

Delivery time: One week
after ticket purchase

New artists added: Email

Suggested
Segments

Everyone



New Artists Added to **[Event Name]** Lineup! 🎤

[Image]

Big News!

We're excited to announce that **[New Artist(s)]** have been added to the **[Event Name]** lineup! Get ready for good vibes and an incredible live performance.

Discover their music:

- **[Artist Name]** on Spotify: **[Link]**
- **[Artist Name]** on Instagram: **[Link]**

Stay tuned for more surprises!

Don't have your tickets yet? What are you waiting for?! Grab them now!

[Buy Tickets Button]

Delivery time: As needed

Special merch offer: Email

Suggested
Segments

Current purchasers



Exclusive Merchandise for **[Event Name]** Attendees! 🎁

[Image]

Don't miss out on exclusive **[Event Name]** merch!

Be one of the first to grab this year's limited-edition festival merch!
Purchase before **[Promo End Date]** and use code **[CODE]** for
[Discount]% off your order.

Shop Now: **[Shop Link]**

Act fast and get your merch before it's too late!

Delivery time: 3 – 4
weeks before the event

Countdown update: Email

Suggested
Segments

Current purchasers



Countdown to **[Event Name]**: 14 Days to Go! ⌚

[Image]

The Countdown is on!

Only 14 days left until **[Event Name]**! Here are some fun facts and exciting updates to get you even more pumped for the festival:

- **[Fun Fact 1]**
- **[Fun Fact 2]**

Stay tuned for more updates as we get closer to the event!

Delivery time: 14 days
before the event

Special merch offer: SMS

Suggested
Segments

Current purchasers

Special offer! 🎉 Grab
your **[Event Name]**
merch at **[Discount]**% off!
Use code **[CODE]** until
[Promo End Date]. Shop
now: **[Shorten Link]**

Delivery time: 3 – 4 weeks
before the events

BACKEND



The backend stage is crucial for driving last-minute ticket sales and ensuring a smooth, enjoyable experience for your attendees. This stage focuses on timely reminders, strategic communication, and providing essential information to enhance the overall festival experience.

For last-minute reminders or low-ticket warnings, keep your emails concise and action-oriented to prompt immediate responses from your subscribers. Send reminders

48 hours before the event and again 12 hours before the start time. This keeps your festival top of mind for potential attendees and encourages last-minute ticket purchases. Use compelling subject lines like “Last Chance to Grab Your Tickets!” or “Only a Few Tickets Left—Don’t Miss Out!” to create a sense of urgency.

For existing ticket holders, ensure your attendees have all the necessary information for a great festival experience. Provide classic know-before-you-go details such as parking info, entry points, permitted items, and any specific instructions for the event. Clear communication helps reduce confusion and enhances satisfaction, ensuring your attendees are well-prepared and excited for the show.

TEMPLATES FOR THE BACKEND STAGE



One month left: Email

Suggested Segments

- Newsletter subscribers
- Past purchasers for an artist/event
- Past presale registrants for an artist/event
- Location: Identified city
- Affinity: Similar artist/event



Don't Miss **[Event Name] [Year]!**

[Image]

🚀 **[Event Name]** is next month! There's still time to get your passes.

Join us for an incredible lineup that's sure to create unforgettable memories. **[Lineup Highlights]** will be taking the stage on **[Event Date(s)]**. Don't miss out!

- Single day passes available
- New lineup additions
- Set times announced


[Buy Tickets Button]

Delivery time: 4 weeks
before the event

One month left: SMS

Suggested Segments

- Newsletter subscribers
- Past purchasers for an artist/event
- Past presale registrants for an artist/event
- Location: Identified city
- Affinity: Similar artist/event

 **[Event Name] [Year]** is next month, featuring **[Lineup Highlights]**! Don't miss out! Get your passes now: **[Shortened URL]**

Delivery time: 4 weeks before the event

Know before you go (KBYG): Email

Suggested
Segments

Current purchasers



Get Ready for **[Event Name]**! 🎉

[Image]

Let's get ready for **[Event Name]**!

Got questions? Everything you need to know is in our FAQs. Check them out so you can be fully prepared before the event!

[FAQ button]

The official app is here! 📱

Activate your wristband, view set times, create your schedule, and more.

[Download App Link for iOS/Android]

How to Get There:

- Directions: Find the best route to the festival using our detailed directions.
- Parking: Secure your parking in advance to ensure a hassle-free arrival.

Upgrade Your Experience! ✨

- VIP Access: Enjoy exclusive viewing areas, private bars, and premium restrooms.
- Merch Packages: Pre-order exclusive festival merchandise bundles.
- Premium Camping: Upgrade to our premium camping sites for extra comfort and convenience.

[Upgrade Now Button]

Delivery time: 2 days before
the event

Low ticket warning: Email

Suggested Segments

- Past purchasers for the artist
- Registered for the presale but did not purchase
- Affinity: Similar artists
- **Exclude:** Current purchaser



⚠ Low Ticket Warning! **[Event Name]** at **[Location]**

[Image]

🔴 LOW TICKET WARNING! 🔴

[Event Name]

[Event Date(s)]

[Venue]

Tickets for **[Event Name]** are selling fast. Don't miss out on this year's amazing lineup, which includes **[Lineup Highlights]**! Grab yours before they're gone.

[Buy Now Button]

Delivery time: 1 to 4 weeks
before the show, when
inventory hits 20%

Low ticket warning: SMS

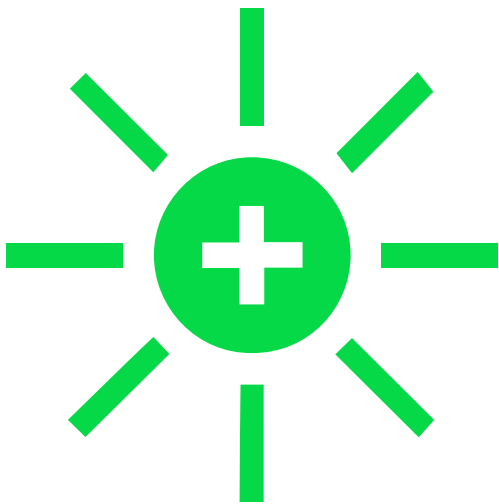
Suggested Segments

- Past purchasers for the artist
- Registered for the presale but did not purchase
- Affinity: Similar artists
- **Exclude:** Current purchaser

⚠ Low Ticket Warning!
[Event Name] at
[Location] on **[Event Date(s)]** is almost sold out! Grab your tickets before it's too late:
[Shorten URL]

Delivery time: 1 to 4 weeks before the show, when inventory hits 20%

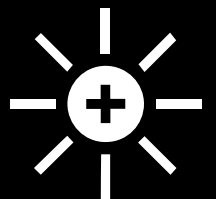
OFF-SEASON



The off-season is the perfect time to keep the connection with your fans alive and the excitement for future events buzzing. The goal is to ensure your festival stays top of mind, building a loyal community that eagerly awaits your next event. Engaging with fans year-round strengthens bonds and keeps their interest piqued, making them more likely to attend and promote your festival.

During this time, keep your marketing efforts rolling with regular updates, strategic social media posts, and occasional newsletters to inform fans about upcoming plans and developments. Gathering feedback from past attendees offers valuable insights for future improvements. By staying active and maintaining communication, you ensure your audience is ready and excited when festival season returns, making your promotional efforts more effective and ensuring a successful turnout.

TEMPLATES FOR THE OFF-SEASON STAGE



Thank you and recap: Email

Suggested
Segments

Current purchasers



Thanks for Another Great Year at **[Event Name]**! 🎉

[Image]

Thank you for another great year!

Relive the best moments of **[Year]** with our highlights! 📸✨
Find video clips, photos, and more:

[Watch Now Button]

[Image]

Need Lost & Found Help? 🧑🔍

[Go Here Button]

We're already excited for next year. Stay tuned for updates!

Delivery time: 7 days after
the event

Post-event survey + win: Email

Suggested
Segments

Current purchasers



🌟 Share Your Thoughts on **[Event Name]**
and Win a **[Prize]**!

[Image]

Thank you for being part of **[Event Name]**!

We hope you had an incredible time. We're always looking to make each year better than the last, and we'd love to hear your feedback.

Share your thoughts with us by completing this short survey: **[Survey Link]**

As a token of our appreciation, you'll be entered into a draw to win **[Prize]** for completing the survey!

Your insights are invaluable to us, and we can't wait to hear what you have to say.

Thank you for helping us make **[Event Name]** even better!

Delivery time: 2 weeks
after the event

Fan stories: Email

Suggested
Segments

Current purchasers



Share Your **[Event Name]** Stories with Us! 📸

[Image]

We Want to Hear Your **[Event Name]** Stories!

Did you have an unforgettable moment at **[Event Name]**? We'd love to hear about it! Whether it was an amazing performance, a memorable meet-up, or a funny mishap, your stories make **[Event Name]** special.

Share your experiences with us: **[Submission Link]**

We'll feature selected stories in our upcoming newsletters and on our social media channels. It's a great way to relive the magic and connect with fellow festival-goers!

Thank you for making **[Event Name]** unforgettable. We can't wait to hear your stories!

Delivery time: 3 to 4
weeks after the event

Get the festival playlist: Email

Suggested
Segments

Current purchasers



🎵 Relive **[Event Name]** with Our Official Playlist!

[Image]

Longing for the vibes from **[Event Name]**? We've got you covered!

We've curated an official playlist featuring artists and the songs they performed at the festival. Whether you want to relive your favorite moments or discover new tunes you missed, this playlist has it all.

Listen now on:

- **[Spotify Link]**
- **[Apple Music Link]**

Hit play and let the music take you back to the unforgettable moments of **[Event Name]**!

Enjoy the beats!

Delivery time: 4 to 6
weeks after the event

Special merch offer: Email

Suggested
Segments

Current purchasers



Missed Out on **[Event Name]** Merch? Grab Yours Now! 🛍️

[Image]

Didn't get a chance to buy your favorite **[Event Name]** merch at the festival?

No worries! Here's your chance to scoop up those awesome t-shirts, posters, and more before they're gone forever.

Special Offer: Get **[Discount]**% off your purchase with code **[CODE]**!

Shop Now: **[Shop Link]**

Don't wait—these items are limited and once they're gone, they're gone!

Delivery time: 6 to 8
weeks before the event

Festival trivia = discount: Email

Suggested
Segments

Current purchasers



Test Your Memory to Win: **[Event Name]** Trivia Quiz! 🧠

[Image]

How well do you remember **[Event Name]**?

It's time to put your festival knowledge to the test with our **[Event Name]** Trivia Quiz! Answer questions about this year's event and see how much you remember.

Take the quiz and stand a chance to win a discount on next year's tickets!

[Take the Quiz Button]

Show off your festival smarts and relive the best moments while you're at it. Good luck!

Delivery time: 3 months
after the event

Volunteering next year: Email

Suggested
Segments

Current purchasers



🤝 Join Our Team: Volunteer at **[Event Name]**
[Next Year]!

[Image]

Become a Part of **[Event Name]** **[Next Year]!**

We're looking for enthusiastic volunteers to join our team for **[Event Name]**. Volunteering is a fantastic way to get involved, meet new people, and experience the festival from a unique perspective.

Why Volunteer?

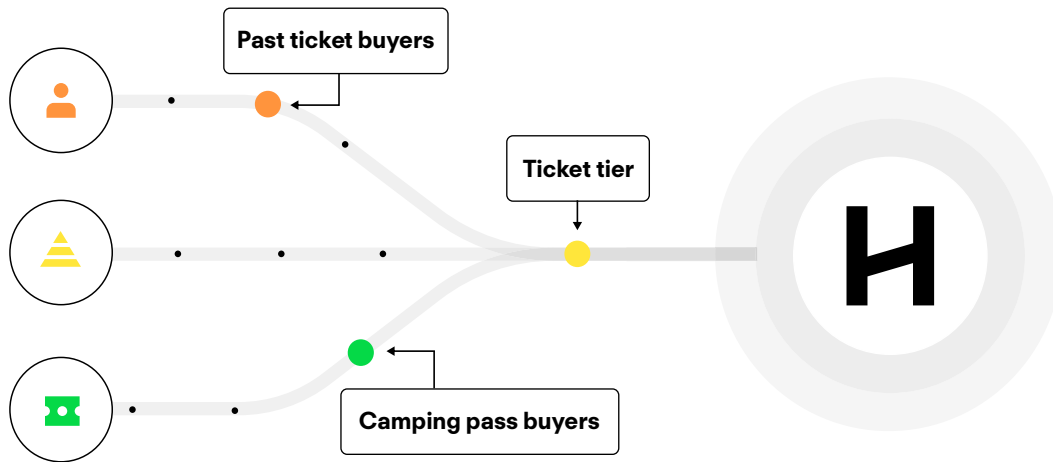
- Exclusive perks: Gain access to VIP areas, volunteer swag, and a behind-the-scenes look at the festival.
- Meet new people: Connect with fellow music lovers and make new friends.
- Give back: Help us create an unforgettable experience for everyone.

How to sign up:

- Visit our volunteer page: **[Volunteer Sign-up Link]**
- Fill out the application form.
- Stay tuned for more details!

Delivery time: 4 months
after the event

LEVERAGING HIVE'S FEATURES



Hive has everything you need to promote your festival and sell more tickets. While Hive's marketing platform is stacked with event-centric features, a few stand out for festival promoters aiming to maximize ticket sales quickly. Let's take a look at the features that will help you sell more tickets in record time.

Deep dive into ticketing buyer data

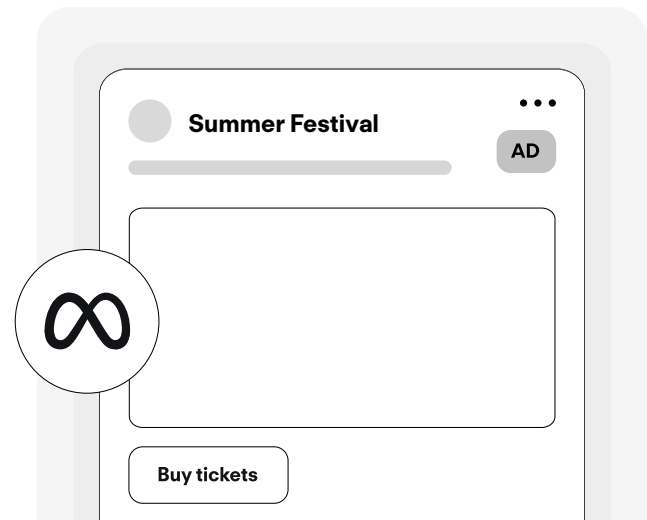
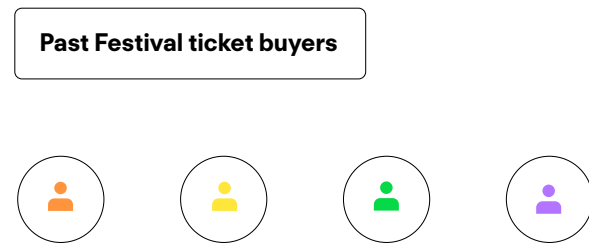
Create show-stopping campaigns with all your data in one place. Integrate with your

ticketing provider(s) to access ticket buyer information and event-specific filters. You can also work with confidence knowing your attendee data syncs automatically, and you'll have visibility into how much ticketing revenue each campaign brings in.

Use event-specific filters to target last year's ticket buyers

Entice fans to buy tickets based on their different motivators. Whether it's early bird pricing, VIP experiences, or single-day

Segment



passes, you can easily segment past buyers by their purchase history to tailor announcements to their interests. Build further hype for your festival by using event-specific filters to target fans based on their favorite genres or artists in your lineup.

Enhance the fan experience with timely messages

Help festival-goers navigate your event smoothly with automated email and SMS marketing. Easily create captivating email content, including images, CTA buttons, and copy, with the power of AI. Streamline communication and share important updates directly, making sure fans have the best experience at your festival.

Drive cross-channel engagement for:

- Presale announcements
- Know-before-you-go details
- Schedule changes
- Special offers

Launch buzz-worthy contests

Leave a lasting impression with your fans through contest marketing. A well-executed contest campaign helps you build your list by attracting regular ticket buyers and those interested in winning exclusive packages. Use insights from contests to tailor future promotions, creating a sense of exclusivity and generating

FOMO. Contests drive interest in your event, increase word-of-mouth promotion, and generate shareable content as subscribers share their excitement on social media.

Monitor ticket sales and campaign performance

Transform your event marketing with data-driven reporting.

Access both macro and micro views to understand performance from an account level down to individual campaigns. Track ticketing revenue attribution across email, SMS, and automations to refine your strategy for maximum impact. Monitor subscriber growth and engagement metrics to build lasting relationships and drive sustained success.

Conclusion

Festival promotion demands diligence and passion, and Hive equips you with the tools to engage fans year-round.

With tailored for each stage of the event cycle, Hive simplifies marketing efforts, strengthens fan connections, and drives ticket sales. Whether analyzing ticketing data or crafting compelling campaigns, Hive ensures you have everything you need to promote your festival and build a loyal fanbase.



IMMERSE YOUR FANS IN THE FESTIVAL VIBE BEFORE THEY EVEN BUY A TICKET

See how Hive can help you promote your shows with less work and sell more tickets quickly.

Book a demo

HIVE

LESS TO DO,
MORE ***SOLD OUT***