

**Marketing**

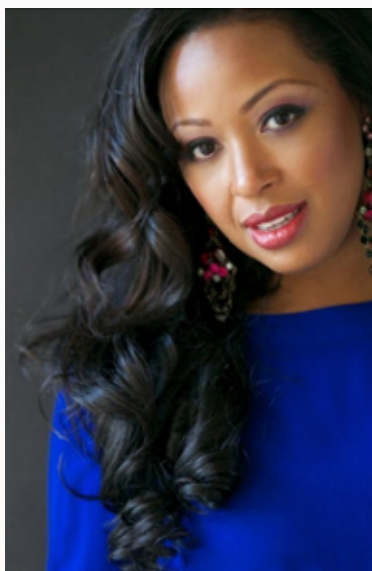
# Top 28 Event Marketing Ideas the Pros Use



By [Anna Dizon](#) on  
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If you want your event to be a success, you must market it in creative ways to ensure that you get plenty of attendees in the door. Not only that, but you also want to be engaged with your customers before, during, and after the event in order to maintain the relationship. Finally, you want your event to stand out from the crowd and get people talking about your business.

## 1. Create a Trailer as an Invitation



### **AJ Williams, Event Influencer, AJ Williams Events**

The carrot is in the details. If you dangle the carrot they will come. Every detail you plan is essential for a successful event, from the venue, experience, the layout etc. Now dangle it, book a socialite that will bring crowds. Between his/her list and social media – it will be a hit. Create a trailer invite that's edgy and smart that you can post on YouTube and social media. Make it great – the better the content, the more views you will have. This will also create anticipation for your event. You could also send a piece of the product as part of your invite to lure your guests to attend and receive the full product. Engaging your attendees right away with curated content they receive before the event and take home creates a buzz and a memory when executed well.

Once you lure your attendees, give them great engaging experience and content they can take-away like a small tip or tangible gift like a photo with your product or service message. And post away.