

Marketing your event



MARKETING YOUR EVENT

Having an effective well thought out marketing plan is an important part of marketing your event. Your marketing plan should define target markets and give a clear idea of what needs to be done and considered to have a successful event.

EVENT	
START DATE	
END DATE	
TIME	
TICKET PRICES	
TICKETING WEBSITE	
WEBSITE	

Before you start writing your event marketing plan you need to take a step back and have a good look at all the available information that relates to your event.

CONSIDERATIONS

- Think about what your vision and mission is.
- Conduct a 'strengths, weaknesses, opportunities, threats' (SWOT) analysis
- Consider the environment your event operates in:
 - What time of year is your event being run?
 - Would your event be better run at a different time of the year?
 - What positive and negative things are impacting on the location of your event?
 - What other events are catering to the same market as yours?
 - What do other events offer that your event doesn't?
 - How much does it cost to compete, or enter your event?
 - How does your ticket price compare to other events? • Are costs increasing and does your ticket price need to increase?
 - Will people pay the increased price?
 - What marketing has worked in the past?
 - Are there new ways to market your event that are worth considering?

Set Your Goals

Number of attendees

Number of media mentions

Number of event registrations

Number of website visits and ad clicks

Number of social media event responses and shares

Number of VIP or early bird tickets sold

Who is Your Audience

Who is your audience? What are their demographics? Do you have typical customer profiles for your audience? What are they interested in, what problems do they have, do they have kids, what transport do they use, what would they drink, and what are their desires?

How does your audience prefer to be communicated with?

What does your audience read, watch, and listen to? What websites do they visit?

Where do your customer's shop?

Where do your customers live?

What places do your customers frequent?

MARKETING BUDGET

What is your budget? You will need to think about how much budget you will allocate against the different marketing channels that you want to include in your event marketing plan.

- Advertising media (such as television, billboards, newspaper ads, digital, and social media).
- Design and production costs
- Television commercial and video production
- Drone footage and photography of the event
- Content development
- Printing
- Signage
- Merchandise
- Influencer and ambassador fees
- Public relation consultant or agency fees
- Media monitoring

- Complimentary tickets
- Competition and giveaway costs
- Partnership/sponsorship fees and associated costs

MARKETING TIMELINE

As you create your timeline, you should coordinate your marketing to coincide with major deadlines. Your marketing timeline will likely be different (and it should be more detailed), the below example should give you an idea of what an event marketing timeline might look like. It's also a good idea to list expenses beside each marketing initiative so your budget is spent according to your timeline.

6 months from the event date	5 months from the event date	3 months from the event date
<ul style="list-style-type: none"> • Launch website • Post event on social media • Post event on event listing sites 	<ul style="list-style-type: none"> • Begin PR campaign with outreach to local media 	<ul style="list-style-type: none"> • Place posters and flyers in prominent public areas • Send direct-mail postcards or event schedule brochures or booklets to a targeted list • Send emails to a targeted list • Advertise on billboards
2 months from the event date	1 month from event date	2 weeks from event date
<ul style="list-style-type: none"> • Place banners and wall graphics in prominent locations • Place rack cards/event schedules in public areas and on countertops in retail stores and gas stations • Advertise online • Take out media ads • Make a push for early bird ticket sales 	<ul style="list-style-type: none"> • Continue PR campaign with outreach to local media • Make sure all print media is still on display in public areas (schedules, rack cards, banners, flyers, etc.) • Make multiple social media posts • Send emails to a targeted list 	<ul style="list-style-type: none"> • Make a final push with increased ad spend

MARKETING TOOLS

The marketing tools you'll use to promote your event depend on what type of event you're hosting, where your audience is located, and which channels you'll use to reach them. The following lists event marketing tools you can consider.

Newspaper and magazine

Local newspapers are the [Nelson Mail](#), [Nelson Leader](#), [Nelson Weekly and Waimea Weekly](#). Nelson also has a magazine called [The Nelson Magazine](#) which is produced by Top of The South Media who produce the [Nelson](#) and [Waimea Weekly](#) Newspapers.

Online Digital

The Nelson Weekly has the [Nelson App](#). The Nelson Mail can provide online digital options for [Stuff.co.nz](#). [NZME Digital Performance Marketing](#) are a premier Google partner and can help you with your online digital ads on Facebook, Instagram, LinkedIn and TikTok. You could book ads yourself using the easy-to-use platforms or talk to a range of other companies that can help.

Cinema Advertising

Place your event on a slide the big screen at the State Cinema.

Cost: \$50 - \$120 + GST per week

Specs: Size: 1998 x 1080 pixels

- Resolution: 72 DPI
- Colour mode: RGB
- Output format: Any flattened high quality format i.e TIF, PNG or JPEG with low compression
- Border: Please maintain a 100 pixel margin around the entire image and keep any text or critical graphics out of this area

Contact: advertising@statecinemas.co.nz

City Billboards

There are four billboard areas on the main roads into Nelson which are solely for advertising events to passing commuters and tourists.

Cost per billboard: \$35 per week

Locations: Bishopdale, Miyazu, Isel Park and Saxton Field

Availability: 2 weeks per sign

Specs: Size: 1200mm high x 2400mm wide

Material: 5mm – 18 mm corflute

Installation: Billboard bookings always start at 12noon on a Sunday and end at 12noon on a Sunday

Book online: [Nelson City Council](#)

City Banners

City Banners

Book all street, flag and clock tower banners at: Customer.Service@ncc.govt.nz

Street Banner:

There is one street banner site in Nelson that spans a busy road full of shops, bars and restaurants.

Location: 118 Bridge Street

Availability: Year round

Allowance - max 4 months per banner

Design requirements: Size: Maximum 595mm high x 8000mm wide

Installation and removal: Powertech

Flag Banners:

There are numerous street flag sites around Nelson for promoting your event.

Locations: Nelson Airport, main roads, Nelson CBD

Availability: 1 February – 31 July

Booking allowance: Max 4 months

Installation and removal: Powertech

Poster displays and flyer distribution

There are nine poster bollards around central Nelson for anyone promoting events happening in the region. The Poster displays are managed by 0800PHANTOM

To ensure access for musical bands, art organisations and not-for-profit causes who have limited resources to meet these costs, the first 10 A3-sized posters per organisation per event will be free.

- 10 x A3 posters for free
- \$1.50 plus GST per A3 poster
- \$8.50 plus GST per A1 poster

Printing Costs (if required):

- \$1.40 plus GST per A3 poster (minimum of 20)
- \$11.00 plus GST per A1 poster (minimum of 4)

Poster bollard locations

[Site Map Here](#)

Social media

It is a good idea to set up an event on your Facebook page and create an event. Discuss with the venues ways for them to help promote your event e.g. Social media posts and ticket giveaways on the "Venue" Facebook and Instagram page. The venues could co-host your event, share key messaging, and share links to ticketing and your website.

Event web listing

Promote your event on dedicated event promotion websites like ItsOn and Eventfinda.

ItsOn

The best website to promote your event to the Nelson Tasman region is itson.co.nz. This is a free service provided by Nelson City Council and Tasman District Council and is the go-to site for people living locally, who are looking for things to do in their free time.

Eventfinda

[Eventfinda](https://eventfinda.co.nz) is an online cultural events calendar that focuses on what's on around New Zealand. This website would be your best online option for reaching people outside of the region, as well as using your own website.

Venue poster holders

Some of our venues have poster holders, you will also see some in the Trafalgar Centre Carpark. Talk to the venue manager to see what options are available.

Specs: Portrait poster in A1, A3 and A4

E-database

Some venues produce a monthly e-newsletter. Talk to the venue manager as you may be able to feature your event with an image, description, and a link to your website or to purchase tickets.

Light boxes at the Trafalgar Centre

A0 lightboard Poster display at the entrance to the Trafalgar Centre for events happening at the Trafalgar Centre and Trafalgar Park.

Please supply digital copy to A0 portrait size.

Specs: A0 portrait PDF Vector file

Highly recommended as the light boxes are situated at the front of the venue and visible to 1,000's of event guests and people using our surrounding areas for recreation

Airport digital signage

Digital marketing collateral displayed on the LED video wall in the Nelson Airport terminal. There are a range of options available here <https://www.gomedia.co.nz/category/nelson/>

Radio

[Mediaworks](https://www.mediaworks.co.nz/) and [NZME](https://www.nzme.co.nz/) both have local shows in Nelson on [The Breeze](https://www.mediaworks.co.nz/show/the-breeze/), [More FM](https://www.mediaworks.co.nz/show/more-fm/) and [The Hits](https://www.mediaworks.co.nz/show/the-hits/).

Giggle TV monitors

[Giggle TV](#) monitors around reach 61,612 per week. The monitors are placed at supermarkets, petrol stations, fish and chip shops and waiting rooms around town.

Kia Ora Magazine

Nelson Airport is one of the country's busiest regional airports with up to 400 flights in and out per week, direct between six destinations throughout New Zealand. [The Kia Ora magazine](#) is a great way to reach those people traveling. The OUT & ABOUT section lists events plus you could consider advertising in the magazine.

Nelson Regional Development Agency (NRDA)

The Nelson Regional Development Agency offer a range of advertising and promotional opportunities for Major and Community events, both within and outside of the region. NRDA can provide some free marketing support through [Itson.co.nz](#) and can of the work with you to design a package that suits your marketing needs and budget.

Uniquely Nelson

Uniquely Nelson act as an important communications forum between Nelson City Council and Nelson City businesses. Uniquely Nelson has developed a range of marketing initiatives around Nelson City Experience to encourage greater visitation and retail expenditure in the city that includes their newsletter <https://uniquelynelson.nz/nelsonadvantage> that gets delivered to over 900 businesses and 16,500 consumers.

