



EVENT MARKETING GUIDE

MARKETING YOUR EVENT FOR SUCCESS

Acknowledging the traditional owners of the West Wimmera Shire Region.

The West Wimmera Shire Council respectfully acknowledges the Traditional Custodians of the land, and pays respects to their elders, past, present and emerging.

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Identify Key Goals

What are you hoping to achieve through marketing your event?

Set key goals to help define direction and purpose for your marketing.

For example, if your goal is to Pre-sell 200 tickets by 1 month before the event, then you would need to be conducting marketing early on in the event planning process and gearing messaging towards ticket sales.

Identify Key Target Audience

To effectively promote your event you must first know who to target.

Begin by describing the people you want to attend your event.

Who are they?

Where do they live?

What are their interests?

This will then affect the choice of tool and type of messaging you create to promote your event.



Develop Social Media Account

There are many social media options you can choose from these include but are not limited to;

Facebook



Instagram



YouTube



Snapchat



LinkedIn



Twitter



TikTok



The channel chosen should suit the communication preference of your target audience. It is often best to manage a single social media channel with regular content than have several channels with little interaction.



Tips when managing your social media account

Be consistent with posts and messaging

Have a social media plan or schedule

Engage and interact with your followers

Use a consistent visual design/brand throughout communication

Promote your pages and use it as a base for finding information on the event (unless a website is also in use)

Provide contact details

Messaging

What are the key details for your event? Where and when will the event be staged? What time does it start and finish? Is there food, beverages, and parking? Do participants need to bring cash or are there card facilities available?

All of these details can impact a person's decision to attend an event.

The message must be clear and correct.

How are you going to talk to your audience?

When creating written content it is important to tailor the content to your intended audience.

Example:



Here are some helpful pointers on writing messages

1. Get to the point

Your core message should be clear and concise.

2. Be friendly and informal

If it suits your event of course!

3. What's the story of your event?

For example, when did it start and why? What's unusual about it? What's the human story behind the event?

4. Think about what you can offer in return

Such as if you are requesting sponsorship, include that you will recognise them in your advertising.

5. Consider creating templates

Developing templates creates consistency of information when contacting multiple people.

Promotional Options with the West Wimmera Shire Council



List your event on our event calendar

www.westwimmera.vic.gov.au/Events/Events-Calendar



Other Publications

I.e. Advertising Regionally, or online OR
www.westwimmera.vic.gov.au/Council/News-and-media/Latest-News



West Wimmera Shire Council Facebook

www.facebook.com/westwimmerashire



Youth Services West Wimmera Facebook

www.facebook.com/WestWimmeraYouthServices



Roadside Signage



Fortnightly West Wimmera Shire Council Email Newsletter

Keep us updated about your event!

To see if any of these options are relevant or suitable for your event, email events@westwimmera.vic.gov.au or call our Events Support Team on 13 99 72

Other Promotional Options

Depending on your budget there are other promotional options you may consider.

Local Media Contacts:



Radio

ABC Radio Western Victoria

✉ westernvic@your.abc.net.au

☎ 5381 5311

ACE Radio - Horsham

✉ horshamnews@team.aceradio.com.au

☎ 5382 1351

Flow FM

✉ mail@flowfm.com.au



Local Newsletters

Harrow Happenings

✉ harrowhappenings@gmail.com

Goroke Free Press

✉ gorokefreepress@gmail.com

Servi Snippets

✉ servisnippets@yahoo.com.au

Maggi Chatter

✉ ianquintrell@hotmail.com



Local Shop Windows



Visitor Information Centre



Local Newspapers

West Wimmera Advocate - Edenhope

✉ editor@wwadvocate.com.au

☎ 5585 1015 or 5585 1269

Wimmera Mail Times

✉ newsdesk@mailtimes.com.au

☎ 5362 0000

Weekly Advertiser

✉ horsham@aceradio.com.au

☎ 5382 1351

Weekly Times

✉ wtadvert@theweeklytimes.com.au

Stock and Land

✉ stockandland@ruralpress.com

Nhill Free Press and Kaniva Times

✉ editor@nhillfreepress.com.au

☎ (03) 5391 1555

Border Chronicle

✉ taylor.harvey@borderchronicle.com.au

☎ 08 8762 2555 or 0427 620 864

Horsham Times

✉ news@thehorshamtimes.com.au

Hamilton Spectator

✉ specnews@spec.com.au

☎ (03) 5572 1011

Casterton News

✉ reception@castnews.com.au

☎ (03) 5581 1177



Letterbox Drop

Post Event Marketing

Continue to communicate with your audience.

Post photos of your event to social media. Send a media release with photos from your event to local newspapers and the council communications team to tell of the success of your event.

Send out thank you letters to sponsors, contributors and attendees.

This continuous communication makes the event encompass more than the single day the event may be held on and creates a foundation for holding the event again in the future.





CONNECT TO COUNCIL



Facebook:

<https://www.facebook.com/westwimmerashire>



Online:

<https://www.westwimmera.vic.gov.au>



In person:

49 Elizabeth Street, Edenhope
25 Baker Street, Kaniva



Phone:

13 99 72



Email:

council@westwimmera.vic.gov.au



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