



# Event Promotional System

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# Here are the Seven Steps You'll Learn:

## **STEP #1: Market Research**

Knowing your target market is the foundation of getting people to your event. Dedicate as much time as possible to REALLY knowing your target market and make sure you give them what they want. Go find a "Starving Crowd!" Those who ignore this crucial step doom their event to abysmal financial failure.

In this step, you'll discover the tools and techniques you can use make sure you aren't planning an even that's doomed to failure.

## **STEP #2: Web Centric Marketing**

All roads (Online & Offline) lead to your DEDICATED event web site. You need to be savy about Accountable Event Marketing. Let me show you how create SUPER EFFECTIVE ADS and start tracking the effectiveness of those ads.

Learn how to track the effectiveness of all your advertising and see the direct impact of your television, print, radio, etc. advertising in near real time. This strategy allows you to quickly identify and eliminate ineffective and costly advertising that isn't bringing your event any money or attendees.

Dedicated Event Web Site

Don't bury your event web site inside some other web site. Each event should have its' own dedicate web site. Learn event web site "best practices" and discover the secrets of a highly effective event marketing web site.

## **Step #3: Online Lead Generation (MASSIVELY IMPORTANT!)**

Most people visit your web site only ONCE and never return again. What can you do about it? Have a strong opt-in form right on your home page. A strong opt-in box is the main component of the Event Promotion System. Find out how to create a super compelling opt-in box that collects leads 24/7 year round!



#### **Step #4: Value to Sell Email Sequence**

In order to get people to buy tickets, especially advance sale tickets, you need to establish trust and credibility with your list. There is a very specific methodology to follow. Unfortunately most event organizers get it horribly wrong. Learn the secrets to establishing a great relationship with your list that will ultimately lead to HUGE advance ticket sales.

Build Anticipation for Your Event

You need to get people excited about your event - or else they won't show up or buy tickets! Find out what it takes to get people so excited for your event, they'll plead to buy tickets from you early.



#### **Step #5: Selling Advance Sale Tickets!**

If you want people to buy tickets to your event (including HUGE advance ticket sales), you need a compelling ticket page. You can't just put up a bunch of "BUY NOW" links and expect people to buy. I'll show you some of the best selling advance sale ticket pages on planet Earth and how to integrate them into your event web site.



#### **Step #6: What to Do When Your Event Takes Place**

Learn what you can do just before, during, and after your event to deliver a truly extraordinary experience to your attendees.



#### **Step #7: Thank You & Follow Up Survey**

There are important steps you must take even after your event is finished. Following up with attendees can provide you with valuable information to improve your event. Find out the best way to follow up and create a dedicated customer base that you can go back to time and time again.

During the EPS Group Coaching Course, we'll dive into each step mentioned above. You'll learn the specific event marketing strategies to pack your next event.

After implementing the strategy above will have an instant money getting system ready and waiting for you. There is no need to hire an expensive Internet developer or put up with the headache of creating a great web site. It's all been outlined for you, just follow the blueprint.

One thing that event organizers absolutely LOVE is that there's no need to install any additional software... which means you can get started right away -- from ANY computer with an internet connection -- without the hassle of downloading or installing additional programs onto your computer. The Event Promotion System easily integrates into your existing web site.