

PROMOTE

Question:

If you were hosting an event at your school, how would you get students to attend?

Tip:

We want to see the different ways you will reach out to your student community to ensure a successful and well-attended event

Answer:

I have come up with following solid reasons to attract the audience:

1- Social Media Marketing

Social Media Marketing has become a lethal weapon in the digital marketing arenas. I will try to engage the visitors on social handles of our community.

Four Social tech giants are a great medium for promoting an event.

- 1- Facebook
- 2- Instagram
- 3- Twitter
- 4- LinkedIn

2- Offline Campaign

In-Person campaigns allow many strategies in order to engage targeted audience. I will be able to make use of Notice Board notifications, wall posters, banners and Flexes.

3- Video Marketing

Video content rules the social media. It's a good idea to craft catchy videos that will insist the audience for call to actions. Event Promo videos can be really effective in this regard.

4- Graphics Design

A mature design can capture your targeted audience and can attract a number of participants towards the event. Design really showcases the branding of your organization so, designs have a huge impact on visitors and can be an effective tool for marketing the events.

5- Community WhatsApp Groups:

In a community ecosystem, we have some common instant message conveying platforms such as messengers like WhatsApp etc. We can use these groups for instant marketing of events.

6- Hybrid Events:

In order to engage a greater number of attendees, we can go for hybrid events in which we will be having in-person engagements as well as the event will be airing live on platforms like YouTube live, this will surely leverage marketing campaign of event.

7- Renowned Speakers:

Speakers play a pivotal role in the success of an event. We can bring up renowned industry experts who can turn on the audience for the event.