100 Ways

To Market Your Event

Strategies, tactics and angles to fill your venue, grow your audience and build a brand that lasts longer than your next show.

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Before you dive in...

Read this first.

100 ideas doesn't mean do all 100. It means find the 10 that are right for your event, your audience and where you are in your growth right now.

Use this as a thinking tool, a way to see your event marketing from angles you might not have considered.

01

Activity vs. Results

The ideas here are deliberately strategic. The execution, the targeting, the creative, the sequencing, the optimisation, is where experience separates a good campaign from a great one.

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Category 1

Social Media

1. Start a countdown series
Post a daily countdown from 30 days out. Each day reveals something new, an artist, a stage, a memory from last year. Consistency builds habit.

2. Share your "why"
The origin story of your event is content. Why did it start? What problem were you solving? Authenticity builds an audience.

3. Go behind the scenes early
Site builds, production planning, artist soundchecks, the work that goes into an event is compelling content. Share it.

4. Run a throwback series
Repost old photos, videos and memories from past editions. Nostalgia is powerful and every repost is a reason for alumni to reshare.

5. Let artists take over
Give an artist your Instagram Stories for a day in the lead-up. Their audience becomes aware of your event.

6. Create shareable graphics
Line-up announcements, set times, maps, and rules, design them well and people will share them. Bad design gets ignored.

7. Post a "who are you seeing?" poll
Simple engagement mechanics drive algorithm reach. Polls, quizzes and questions cost nothing and compound over time.

8. Document the morning of
Real-time content on event day is your highest-engagement window. Use it.

9. Clip your best fan moments
User-generated content repurposed onto your channels is social proof that converts undecided ticket buyers.

10. The "one more thing" post
Tease an unannounced addition after your main line-up drop. It keeps people watching your channels.

Category 2

Email Marketing

11. Build your list before you need it
The best time to collect email addresses is between events, not during the panic of on-sale week. Use every touchpoint to grow the list.

12. Send a "save the date"
Warm your audience before tickets go live. An email list that expects your news converts at a far higher rate.

13. Segment by purchase history
People who bought VIP tickets last year are different from first-timers. Speak to each group differently and your conversion rates will show it.

14. Create an early access window
Giving your email subscribers first access to tickets builds loyalty, reduces your paid media spend and creates genuine urgency.

15. Post-event email within 24 hours
While the feeling is still fresh, email your attendees. Ask for a photo. Tell them dates for next year. This is your highest-engagement send.

16. Tell the story of the line-up
Rather than just announcing artists, tell your subscribers why you booked them. Context creates connection.

17. Send a "what to expect" guide
For new attendees especially, a practical email about what to bring, how to get there and what to expect reduces anxiety and increases satisfaction.

18. Re-engage lapsed buyers
Anyone who bought tickets to a previous edition but hasn't this year is a warm lead. A targeted re-engagement email can recover them.

19. Share press coverage
When you get a great review or feature, send it to your list. Third-party credibility is more persuasive than self-promotion.

20. Build a waiting list
Sold out? A waiting list email sequence captures demand for next year and gives you a pipeline before you've even announced.

Category 3

Content & Storytelling

21. Create a documentary series
A short film about the making of your event has a life far beyond the event itself, on YouTube, in press pitches, in brand partnerships.

22. Write about your values
What do you stand for beyond the music? Sustainability, community, inclusion, and discovery; brands with clear values attract loyal audiences.

23. Interview your artists
Artist interviews are high-value content that the artists' own audiences will consume. Publish on your channels and send the links to the artists to share.

24. Publish your playlist
A Spotify playlist of your line-up is free marketing. It lives on the platform, gets streamed before the event and introduces each artist to your audience.

25. Create a "memories" reel each year
Compile the best moments from the previous edition into a highlights video. Release it during the on-sale period for the next edition.

26. Write a festival guide
A practical guide to attending your event, from travel to accommodation to what to pack, is genuinely useful content that gets shared.

27. Feature your community
Profile a regular attendee. Share fan art. Amplify the people who make your event what it is. Community recognition is the deepest form of marketing.

28. Behind the booking process
A candid piece about how you curate your line-up builds authority and creates content that serious music fans will read and share.

29. Create a year-in-review
Attendance numbers, artists played, moments that mattered, a year-in-review post builds credibility and creates a shareable milestone.

30. Partner with photographers & videographers
High-quality event photography is your content library for the entire next year. Invest in it.

Category 4

Press & PR

31. Pitch the story, not the line-up
Journalists don't write about line-ups. They write about stories, community, comeback, controversy, first, last, and biggest. Identify your angle.

32. Target genre-specific press first
A feature in Resident Advisor, Mixmag or DJ Mag is worth more to your audience than a generic events listing. Start where your audience already reads.

33. Create a media partnership
Offer a credible outlet a content partnership. Interviews, exclusive coverage, and comp tickets, in exchange for promotional coverage. Both sides win.

34. Newsjack relevant moments
If a big artist announces a comeback and you've worked with them, you have something to say. Timely responses to news get picked up.

35. Build relationships between events
PR is not something you do six weeks before on-sale. The relationships that generate coverage are built over time. Stay in touch with your contacts.

36. Award entries
Music and events industry awards generate press attention, build credibility and give you something to promote. Enter the relevant ones every year.

37. Commission research or data
Original research about your genre, your audience or your city creates press opportunities. A data story is easier to place than a promotional story.

38. Get your artists to mention you
Artists talking about your event on their channels is earned media. Make it easy for them, provide assets, send reminders, and express gratitude.

39. Cultivate a local angle
Local and regional press is often overlooked in favour of national coverage. Local audiences buy local tickets. Cover both.

40. Send thank-you notes after events
The journalists and photographers who covered your event are more likely to cover the next one if you acknowledged their contribution. Small gesture, long memory.

Category 5

Paid Media & Ads

41. Start ads 6–8 weeks before on-sale
Awareness campaigns need time to work. Starting early reduces cost per result and gives you a warm audience to convert when tickets go live.

42. Build an audience from past buyers
Upload your ticket purchaser list to Meta and Google. Past buyers are your highest-converting audience for the next edition.

43. Retarget website visitors separately
Someone who visited your ticket page but didn't buy is very different from someone who's never heard of you. Retarget them with a different message.

44. Use video ads at the top of funnel
Video builds awareness and trust more efficiently than static images at the awareness stage. Even a 15-second clip of last year works.

45. Test multiple creative angles
Artist-led creative, atmosphere creative and offer-led creative will perform differently for different audience segments. Test, learn, allocate.

46. Run location-specific campaigns
If your audience is concentrated in specific cities, target them. Broad geographic targeting wastes budget on people who will never travel.

47. Use lookalike audiences
Clicks are vanity. Ticket sales are the metric. Ensure your attribution is set up correctly before you spend a pound.

48. Track cost per ticket sale
Clicks are vanity. Ticket sales are the metric. Ensure your attribution is set up correctly before you spend a pound.

49. Increase spend in the final 72 hours
Urgency works. A budget push in the final days before the on-sale deadline consistently improves sell-through.

50. Don't pause after on-sale
Keep lower-level campaigns running throughout to maintain awareness and capture late-decision buyers.

Category 6

Community Building

51. Create a private community space
A Facebook group, Discord server or newsletter community gives your most loyal audience somewhere to belong between events.

52. Give your community a name
The best events have a word for their people. When your audience has an identity, they recruit for you.

53. Reward loyalty visibly
Publicly acknowledge people who have attended every edition. Loyalty that is recognised is loyalty that deepens.

54. Run community-only events
Small online or in-person events exclusively for your community, a Q&A, a listening session, a planning input all build belonging that money cannot buy.

55. Co-create with your audience
Ask your community which artists they would like to see. Involve them in decisions. Ownership creates evangelists.

56. Feature community members
The people in your crowd are your most authentic brand ambassadors. Ask permission, then amplify them.

57. Build a volunteer programme
Passionate fans who want to be involved will promote your event in exchange for access. Structure this properly and it scales.

58. Create community rituals
The things that happen at your event every year, a tradition, a moment, a song, all become the things people come back for. Create them intentionally.

59. Stay in touch year-round
Events that only communicate when they need something lose their audience. Show up between events with value.

60. Use your community to test ideas
Your most engaged fans will tell you what's working and what isn't. Ask them. The feedback is free.

Category 7

Ticket Sales Tactics

61. Create genuine urgency
Limited early bird tiers, genuine capacity limits, and real deadlines, these work. Countdown timers that reset erode trust.

62. Offer a payment plan
Spreading the cost of higher-priced tickets across multiple payments removes the barrier for committed fans with cash flow constraints.

63. Build a group discount
Groups buy together and arrive together. A group discount converts a single buyer into four or five.

64. Create a referral mechanism
Your existing ticket buyers are your best sales team. A referral reward, discount, upgrade, and merchandise activates them.

65. Bundle the experience
Ticket plus accommodation, ticket plus travel, ticket plus a merchandise item, bundles increase average transaction value and reduce purchase friction.

66. Identify your at-risk weeks
Ticket sales rarely follow a straight line. Know when your slow weeks are in advance and plan promotional activity to counter the dip.

67. Send cart abandonment emails
Someone who started the purchase process and did not complete it is one follow-up email from converting. Set this up with your ticketing platform.

68. Use social proof actively
"X tickets remaining", sold-out tier announcements and live ticket sale counts drive decisions through social proof.

69. Offer an upgrade path
Once someone has bought a standard ticket, offer them an upgrade. Conversion on upsells to existing buyers is consistently higher than new buyer conversion.

70. Don't discount late — hold the price
Last-minute discounting trains your audience to wait. Hold the price and fill the gap with urgency messaging instead.

Category 8

Partnerships & Collabs

71. Find non-competing events
The audience for a festival in your genre is also the audience for a record shop, a clothing brand, a bar. Partner with them.

72. Work with local hospitality
Hotels, hostels and restaurants near your venue have a vested interest in your success. Create packages and share audiences.

73. Build a brand partnership
The right brand partner brings budget, credibility and access to their own audience. The wrong one dilutes yours. Be selective.

74. Partner with other events
An event that does not compete with yours but shares your audience is a natural cross-promotion partner.

75. Work with travel companies
For destination events, travel companies have an audience actively looking for things to do. You have an event worth attending.

76. Create a media partnership
A radio station, podcast or publication as your official media partner gets you editorial coverage, promotional posts and credibility you could not buy.

77. Engage local businesses as sponsors
Local businesses benefit from your audience. Formalise that relationship with small sponsorship packages, signage, mentions, and ticket giveaways.

78. Run a co-branded competition
A competition with a partner brand runs in both audiences simultaneously. Both sides get reach, one winner gets an experience.

79. Work with the local tourist board
If your event draws visitors from outside the area, your local tourist or cultural board may have a budget to support your marketing. Ask.

80. Create an affiliate programme
Bloggers, influencers and content creators with relevant audiences will promote your event in exchange for a commission per ticket sold.

Category 9

On-The-Ground Marketing

81. Poster in the right locations
Record shops, independent bars, music venues, and universities, your audience lives somewhere. Meet them there with physical marketing.

82. Flyer at complementary events
The crowd leaving a club night that plays your genre is the crowd you want at your festival. Be there.

83. Get your artists to mention the event
If an artist playing your festival is also performing elsewhere in the run-up, a stage mention is priceless.

84. Presence at industry events
Trade shows, conferences and industry gatherings are where bookings, partnerships and press relationships are made. Be in the room.

85. Street team for big announcements
For major line-up drops in key cities, a street team moment, stickers, posters, chalk, and guerrilla creates a real-world talking point.

86. Sample your event atmosphere
If you can create a pop-up moment, a bar, an experience, or a listening booth, that gives people a taste of what your event feels like, you have sold them.

87. Sponsor the right local things
A sports team shirt, a venue stage, a community event, local sponsorship builds brand awareness at a fraction of the cost of national advertising.

88. Be where your audience uses
If your audience goes to a particular club, bar or record shop, your event should be visible there. Speak to the owners about partnerships.

89. Create a visible moment on event day
Something visual and shareable on the day itself, a gate, an installation, or a banner generates user content that extends your reach.

90. Leave no attendee unseen
Wristbands, stamps, lanyards, and tote bags, anything your attendees take home or wear is a form of ongoing marketing.

Category 10

Post-Event Growth

91. Publish your highlights within 48 hours
People want to relive the experience and share it while the feeling is fresh. Late content misses the emotional window.

92. Send a post-event survey
What did people love? What would they change? What would make them come back? This data is worth more than most marketing spend.

93. Announce next year's dates
The highest-converting moment for next year's tickets is the 24 hours after this year's event. Announce while the feeling is still live.

94. Collect email addresses at the event
A QR code at the exit, a competition entry, a text-to-subscribe, capture the details of people who loved the event while they are still there.

95. Feature the best fan content
The photos and videos your attendees post are your best marketing. Repost them, thank people by name, and build the community.

96. Brief artists on post-event content
Ask artists to post about their set within 48 hours. Their audience becomes aware of your event at the moment of peak credibility.

97. Pitch your event story to press
Numbers, moments, and breakthroughs, the story of a successful event is often easier to place after it happened than before. Pitch the review.

98. Build a year-round content plan
Plan your content calendar for the next 12 months before the post-event excitement fades.

99. Analyse every channel's performance
Which channel drove the most ticket sales? What was your cost per acquisition? Document it all and act on it next year.

100. Start building next year's audience today
Every email address, every social follower, every community member you add today is a warmer audience for the next edition. The work starts now.

Hailerz helps emerging talent get discovered, develop their skills, and build meaningful connections through community, challenges, events, and practical learning experiences.



Want help executing any of these?

Completed Tasks

The execution is where we come in. We help you build the systems to sell tickets consistently, grow your audiences sustainably and build brands that compound value beyond any single show.

E-mail **info@hailerz.com** to learn more.