



Successful Event Digital Marketing Checklist



Tease Event on Facebook Page

Announce as Video or Live Video 5 weeks prior to event.



Add Event Information to Website

Post 4 weeks prior to event with web ready JPG file



Post Event Information to Eventbrite

Post 4 weeks prior to event



Create a Facebook Event

Create 4 weeks prior to event and publish to Facebook Wall



Schedule E-mail Marketing Campaign

Send e-mail each Tuesday at 10am. Follow guidelines in Event Checklist.



Weekly Social Media Posts

Post each week leading up to the event.