

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.