



Marketing Tools to Grow Your Ticket Event

November 13, 2024

 **Ticket**Signup





Agenda

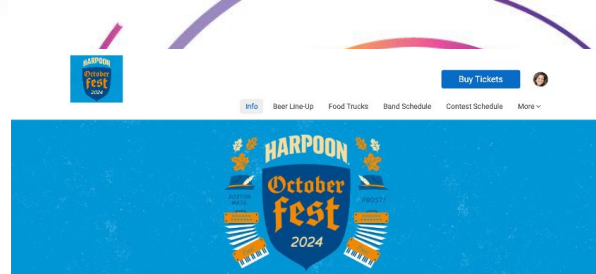
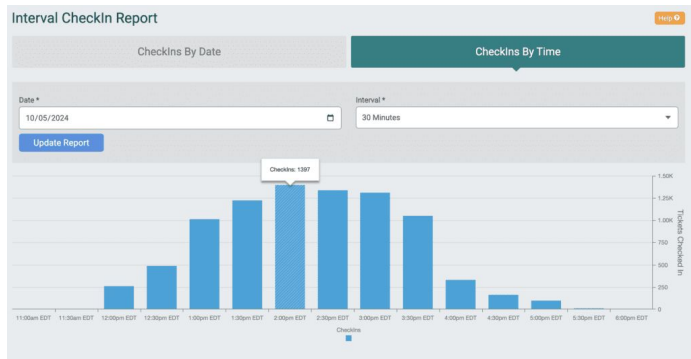
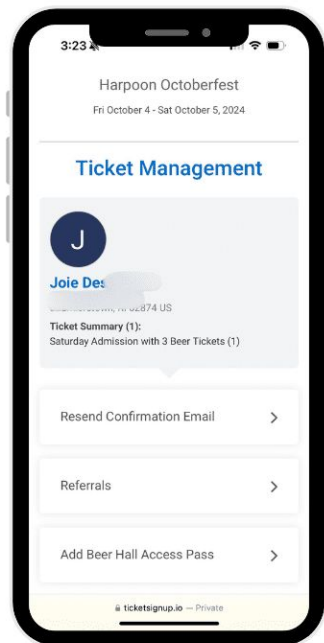
- Why Free Marketing Tools
- Referral Rewards Programs
- Free Websites
- Free Email Marketing
- Bringing it All Together
- Demo



Why Free Marketing Tools



Harpoon Brewery



Tickets			
Friday Admission with 1 Beer Ticket \$35 Friday Oct 4, 2024 6:00pm - 11:00pm EDT Ticket sales end on Friday October 4, 2024 at 11:00pm EDT.	Friday Admission with 3 Beer Tickets \$50 Friday Oct 4, 2024 6:00pm - 11:00pm EDT Ticket sales end on Friday October 4, 2024 at 11:00pm EDT.	Saturday Admission with 1 Beer Ticket \$45 Saturday Oct 5, 2024 12:00pm - 7:00pm EDT Ticket sales end on Saturday October 5, 2024 at 11:59pm EDT.	Saturday Admission with 3 Beer Tickets \$60 Saturday Oct 5, 2024 12:00pm - 7:00pm EDT Ticket sales end on Saturday October 5, 2024 at 5:30pm EDT.
Buy Tickets	Buy Tickets	Buy Tickets	Buy Tickets

Prost!

Flowing taps, live oompah music, stein-hoisting competitions, pretzel eating contests, chicken dancing, and more will be waiting for you at our largest festival of the year. Raise a stein with us under tents and outdoors with thousands of beer lovers!

Additional beer tickets and delicious food will be available for purchase at the event! Check out the [beer and food truck lineup!](#)

Friday, October 4th: 6:00 - 11:00 PM Entrance closes at 9:30 PM
 Saturday, October 5th: 12:00 - 7:00 PM Entrance closes at 5:30 PM

NEW: Referral Codes - use your code from your confirmation email to get \$20 off after 4 of your friends buy tickets!

NEW: Saturday Only - Beer Hall Access Pass - Very limited tickets available, first come, first served. You receive a \$25 store merchandise certificate, access to the beer hall restrooms(!), free pretzel, and a commemorative 2024 Octoberfest plastic stein! Octoberfest inspired menu available for purchase. Can be purchased during registration.



Growing Ticket Sales



ONLY 3 DAYS LEFT TO GATHER FRIENDS & SAVE!



Hi %FIRST_NAME%,

We can't wait to see you **THIS FRIDAY OR SATURDAY** (October 4th or 5th) at %EVENT_NAME%!

Don't forget that this year you can earn a \$20 refund by doing what already makes sense - making sure no friend is left behind!

Just share the link below when inviting friends to join you at %EVENT_NAME%. It's fast and easy for them to buy tix, you earn money back, everyone has a blast...everybody wins! :)

How to Earn Your Refund

All you need to do to start earning your refund is share your unique referral link. You can email, share on social media, or text your friends this link.

Here is your unique link:
%REFERRAL_CODE_LINK%

When 4 or more friends purchase tickets with your link, you'll get \$20 back!

** Reminder! * Make sure they use the link when they buy their tickets for you to get credit!*



Your Brand > Eventbrite's Brand

TicketSignup has **FREE** Marketing Tools to:

- Turn Attendees into Event Ambassadors
- Feature YOUR Brand
- Cut Email Marketing and Website Costs
- Grow Email Lists



Referral Rewards





What Are **Referrals?**

Referrals occur when an event attendee convinces a friend or family member to join them at your event.

**Unique tracking links
for each attendee
can help you track
referrals.**

The Stats

The numbers don't lie:

5% of 2023 transactions were from referrals*

For events with aggressive referral programs, that can be much higher. Harpoon sold 13% of tickets via Referrals

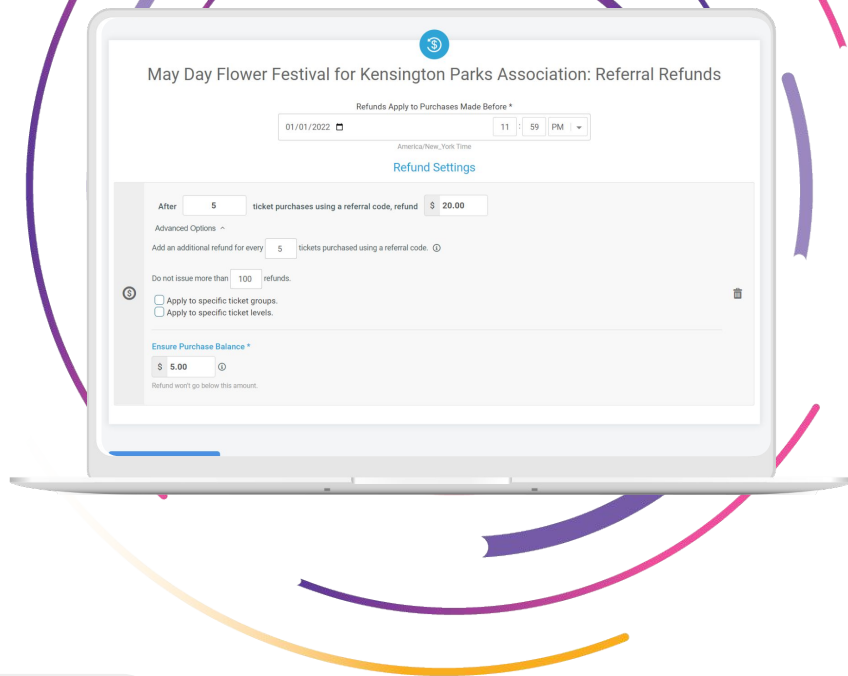


The Setup

Referral Reward Refunds

Set a threshold for number of referrals *and* automatically refund (or otherwise reward) the referrer when they reach the referral threshold:

- Encourages social sharing of your event
- Promotes group participation (and thus, more fun)
- Expands your reach to new contacts



What to Know About Referrals

- **Referral refunds are automated.** No action needed on your part.
- **Refunds will not be made beyond what an attendee originally paid.** You can also set a higher threshold (I.E., \$10 that the refund cannot go below).
- You can **stack your rewards** with additional refunds for additional referrals. Or, you can offer a special swag item or perk (like VIP parking) to your super-referrers (non-monetary perks do require some work on your end).
- Your **refund reserve** will automatically hold 10x your max refund amount for refunds (this is paid out after the event).

Spookytown Halloween Walk: Referral Refunds

Refunds Apply to Purchases Made Before *

03/03/2022 11:59 PM America/New_York Time

Refund Settings

After 5 tickets purchased using a referral code, refund \$ 20.00

Advanced Options ^

Add an additional refund for every 5 tickets purchased using a referral code. ⓘ

Do not issue more than 100 refunds.

☐ Apply to specific ticket groups.
☐ Apply to specific ticket levels.

Ensure Purchase Balance *

\$ 5.00 ⓘ
 Refund won't go below this amount.

Chargeback / Refund Reserve

Current Reserve Information

Current Reserve	\$0.00
Required Reserve	\$200.00 ⓘ
Deposit Required	\$200.00 Deposit Funds

Add Money Via Credit Card

If your event does not have the funds to issue a refund, you can use a credit card to add money to the refund reserve.

[Add to Refund Reserve by Credit Card](#)

Set Additional Refund Reserve Hold

You can use this form to set an additional amount to withhold from payments and keep in the refund reserve.

\$

Currently \$0.00

[Set Additional Hold](#)

Move Money to Refund Reserve

You can use this form to move settled money waiting to be paid into your refund reserve.

\$

[Move to Refund Reserve](#)

What Makes Referrals Work: Event Conditions

Referrals work best when:

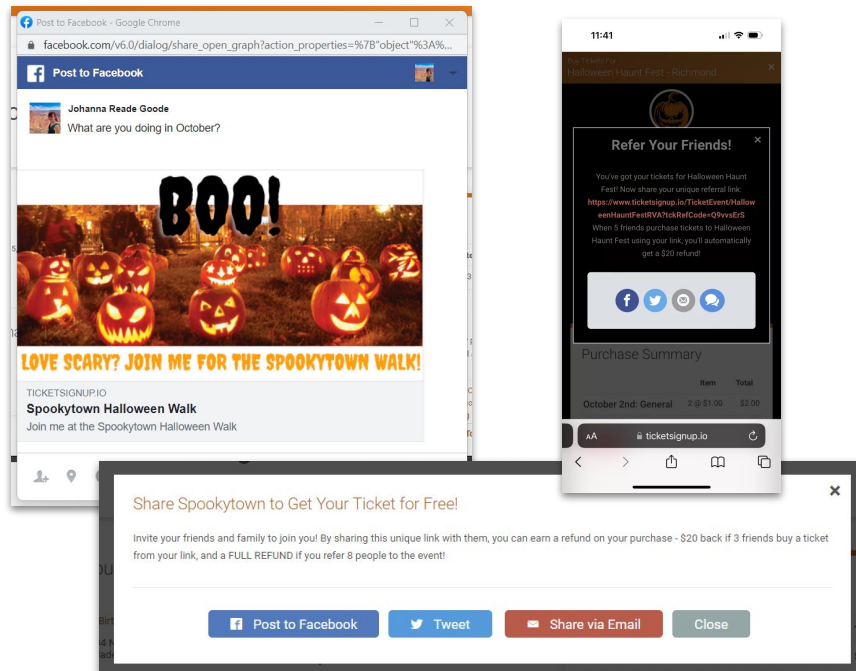
- A significant portion of tickets are sold **before event day**
 - The earlier ticket sales open, the more opportunities to encourage referrals
- Your event environment is **social**
- Your event **cost is high enough** for a refund to be meaningful



What Makes Referrals Work: Best Practices for Events

Referrals work best when:

- You set a **high threshold, high reward**
 - The reward needs to be enough to motivate sharing (\$15-20); the threshold needs to be attainable but challenging (3-5)
- You **heavily promote** the referral program
 - Referrals rewards are displayed on the website
 - Referral rewards reminders are included in pre-event emails
 - Social sharing options pop-ups encourage sharing immediately after purchasing

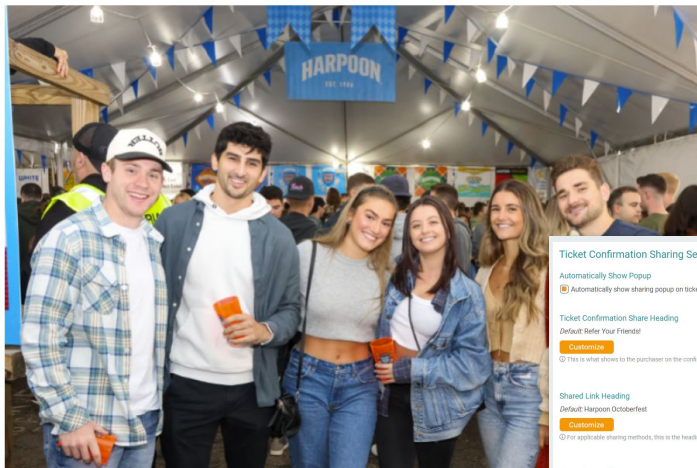


How Harpoon Found Success with Referrals

NEW: Referral Codes - use your code from your confirmation email to get \$20 off after 4 of your friends buy tickets!

NEW: Saturday Only - Beer Hall Access Pass - Very limited tickets available, first come, first served. You receive a \$25 store merchandise certificate, access to the beer hall restrooms(!), free pretzel, and a commemorative 2024 Octoberfest plastic stein! Octoberfest inspired menu available for purchase.

Can be purchased during registration.



Ticket Confirmation Sharing Settings: Friday Admission with 1 Beer Ticket

Automatically Show Popup

☒ Automatically show sharing popup on ticket confirmation screen.

Ticket Confirmation Share Heading

Default: Refer Your Friends

[Customize](#)

ⓘ This is what shows to the purchaser on the confirmation screen.

Shared Link Heading

Default: Harpoon Octoberfest

[Customize](#)

ⓘ For applicable sharing methods, this is the heading of the shared link.

Share via Email Message

Default: Join me at the Harpoon Octoberfest

[Customize](#)

Ticket Confirmation Share Message

Default: Refer your friends to join you at the Harpoon Octoberfest.

[Customize](#)

ⓘ You can use the `%FIRST_NAME%`, check tag and it will be replaced with the registrant's referral link.
ⓘ This is what shows to the purchaser on the confirmation screen.

Shared Link Description

Default: Join me at the Harpoon Octoberfest on Fri October 4, 2024 @ 6:00pm EDT.
<https://www.ticketgrip.co/ticket/event/HarpoonOctoberfest>

[Customize](#)

ⓘ This is how text will show with the shared link.



Harpoon Octoberfest



ONLY 3 DAYS LEFT TO GATHER FRIENDS & SAVE!



Hi `%FIRST_NAME%`,

We can't wait to see you **THIS FRIDAY OR SATURDAY** (October 4th or 5th) at `%EVENT_NAME%`!

Don't forget that this year you can earn a \$20 refund by doing what already makes sense - making sure no friend is left behind!

Just share the link below when inviting friends to join you at `%EVENT_NAME%`. It's fast and easy for them to buy tix, you earn money back, everyone has a blast...everybody wins! :)

How to Earn Your Refund

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Here is your unique link:
`%REFERRAL_CODE_LINK%`

When 4 or more friends purchase tickets with your link, you'll get \$20 back!

*** Reminder! * Make sure they use the link when they buy their tickets for you to get credit!**



See you (and your friends) at `%EVENT_NAME%`!

Free
Websites



Why Your Website Matters

As a Primary Website

- The face of your event: people assume their experience will be as professional as your image.
- Builds *your* brand recognition.
- Informs attendees of event details.
- Creates FOMO and incentivizes people to show up.
- Promotes additional key initiatives, such as referral rewards programs, store items for purchase, and donations.

As a Ticketing Website

- Creates consumer trust by mirroring your existing website.
- Builds *your* brand recognition.
- Makes it easy for ticket purchasers to find/re-send their confirmation email, transfer tickets, etc.

Purpose-built websites for events.

Your Event **First**

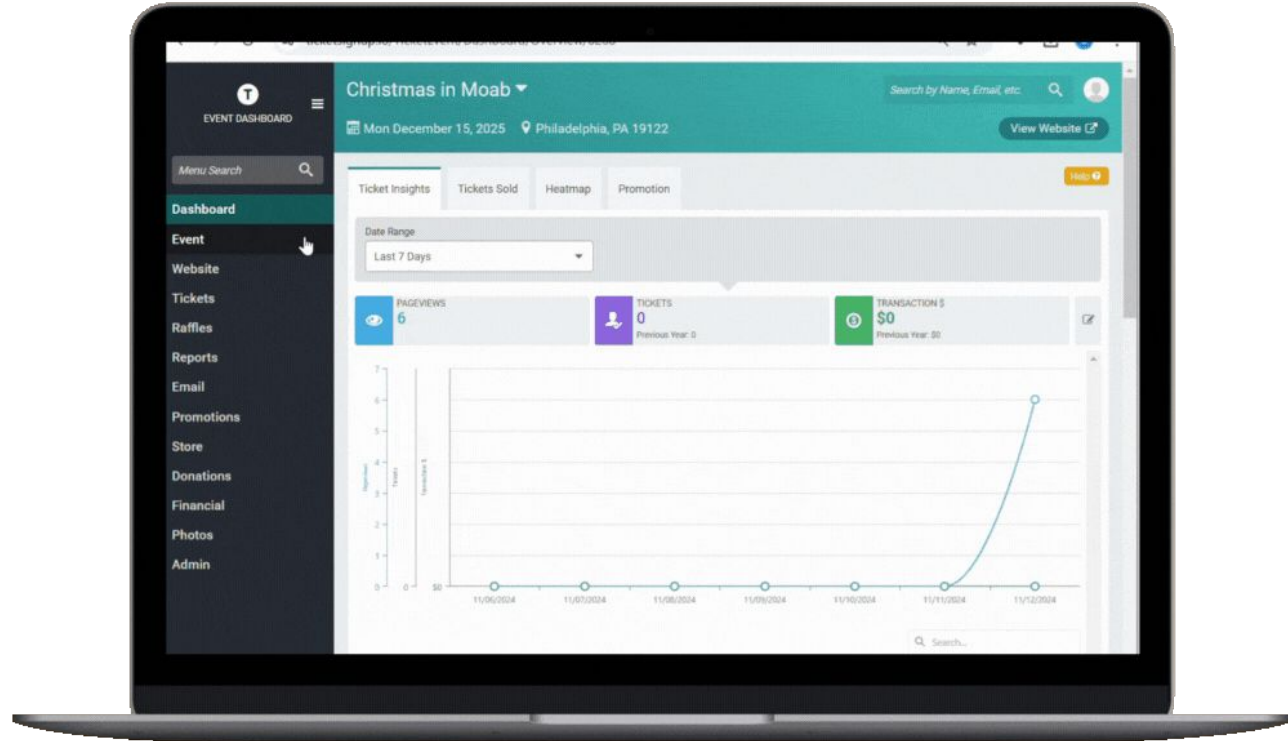
Build trust with your audience and brand recognition for your event.

- Regardless of if it's your main website or your ticketing site, it looks like *your* website
- BYO Domain or Subdomain
- No ads for other events to distract from your event
- No distinctive colors, logos, or TicketSignup menus at the top of your website
- Created FOR events



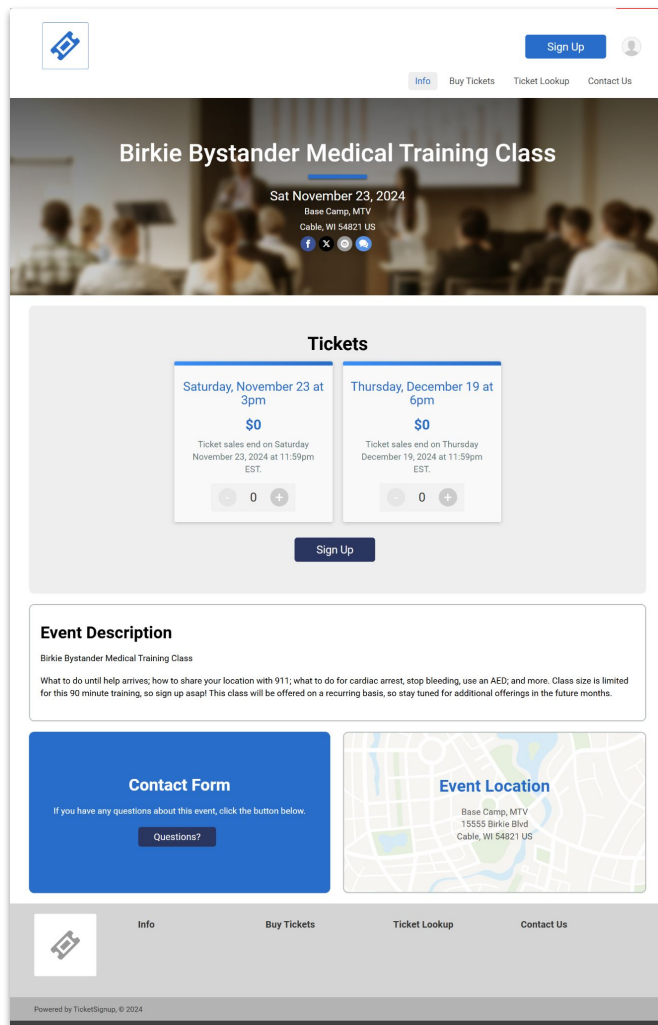
Website Builder

- Drag and drop website builder
- Range of components and style options to help you build out a better website
- Image gallery saves your images and allows access to system images



Your Out of the Box Website

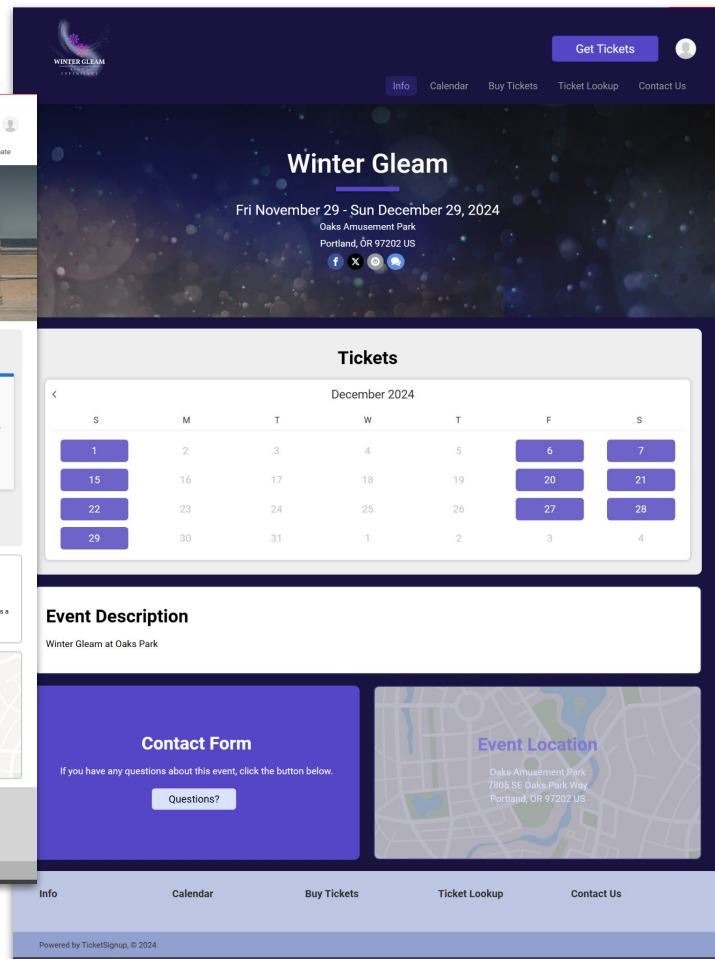
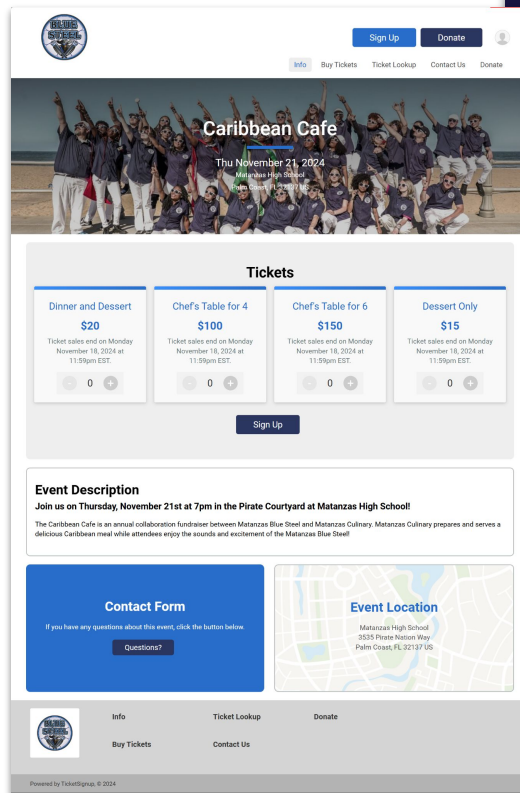
- Every new TicketSignup event gets a **simple but professional event website** out of the box, based on information you add in the wizard.
- The event on the right **has not customized** their event at all!
- **Automated Homepage Banner** is based on the event type selected in the Wizard.
- For some events, this out-of-the-box website is enough. But to grow your event, **a few customizations are recommended.**



Website Basics

If you can only customize a few things, these small updates can make a big impact.

- Add your logo
- Customize your Color Scheme
- Add a Homepage Banner

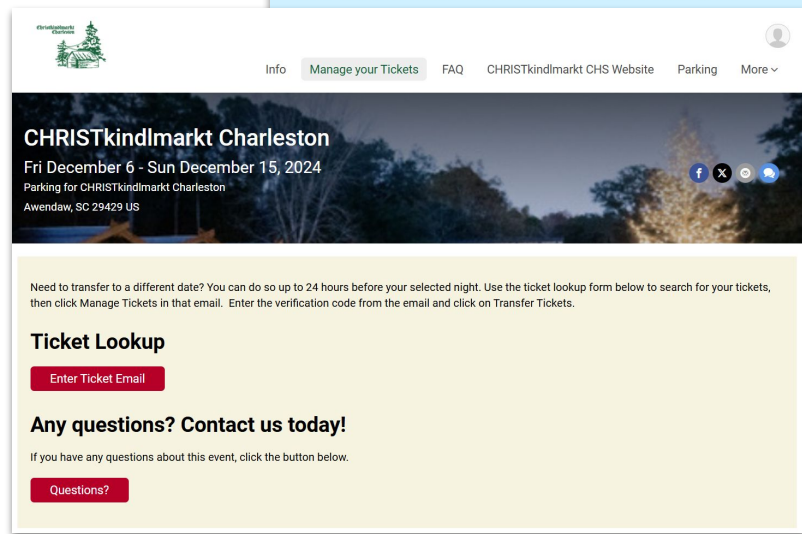
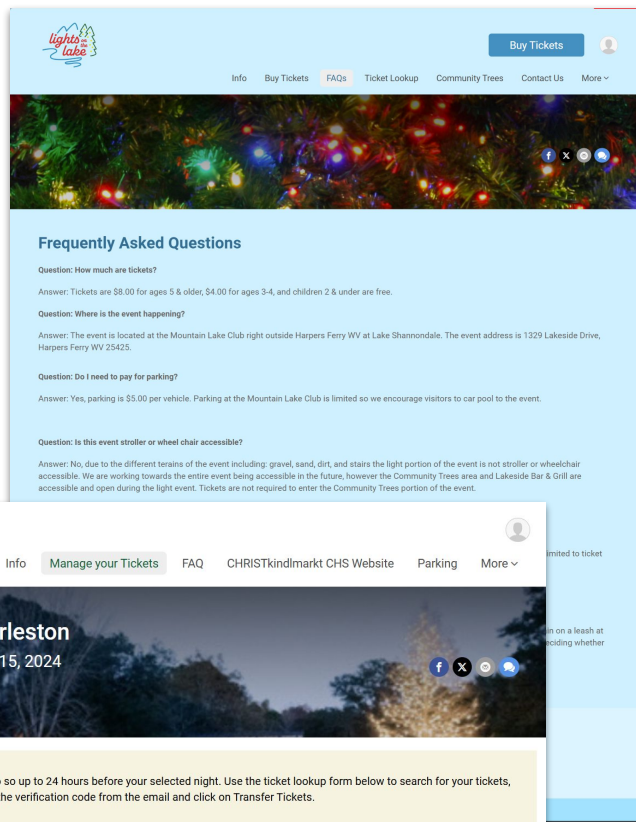


Recommended Components: Inform Your Audience

Use your website to pre-answer questions and improve the on-site experience

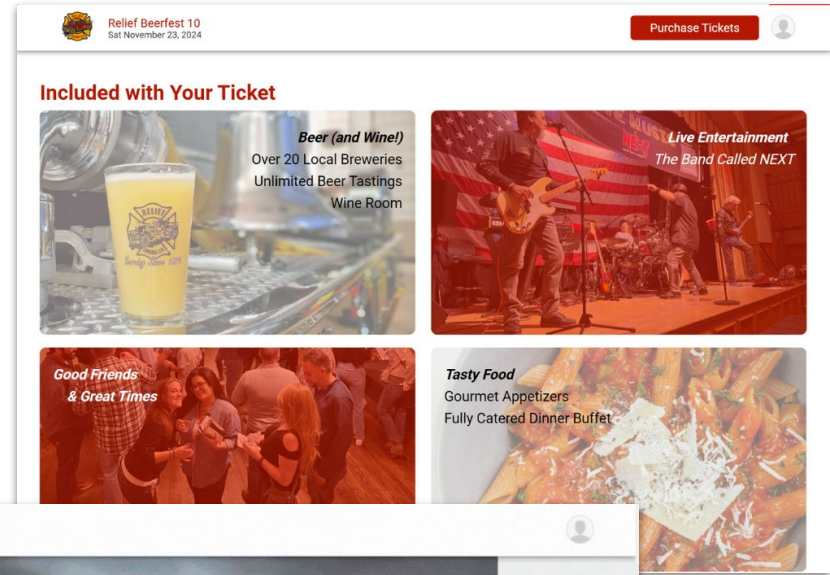
- Event Day Details
 - **Event Description** and **Text** components to detail where to go, what to bring, and other important reminders.
- Ticket Management
 - **Ticket Lookup** to make ticket management easy and reduce customer support
- FAQ: Add an FAQ page as a first-pass resource for attendees.

Use Menus and Submenus to organize your information when you have too much for the homepage.



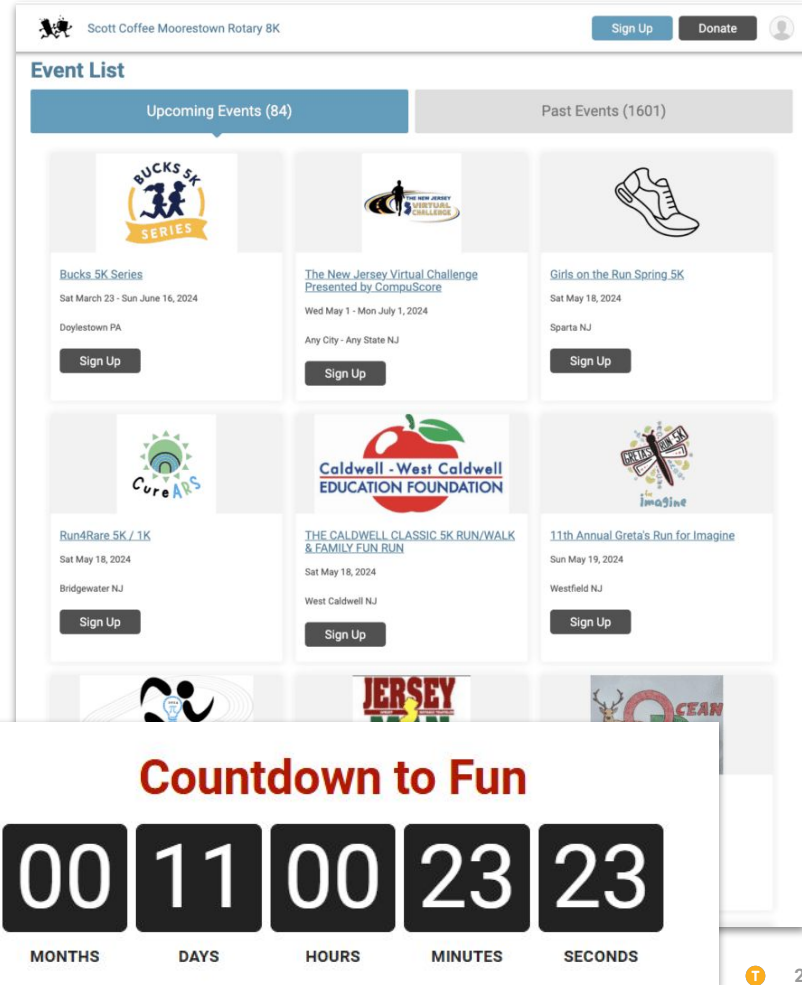
Recommended Components: Create FOMO

- Include vibrant imagery with **Images** and **Slideshows**, or your gallery of **Photos**
- Show your event in action with **YouTube Videos** and **YouTube Playlists**
- Demonstrate the vibe of the event with **Apple Music Playlists** and **Spotify Playlists**.



Recommended Components: Spark Action

- Create a sense of urgency with **Countdowns** and **Participant Counts**
- Focus on donations with **Donation Thermometers**
- Use **Buttons** to redirect to ticket purchasing throughout your website
- Promote additional upcoming events with an **Event List**
- Repurpose **Text** and **Images** to promote revenue-generating programs like Referral Rewards or Upgrading to VIP



How Harpoon Found Success with an Event Website

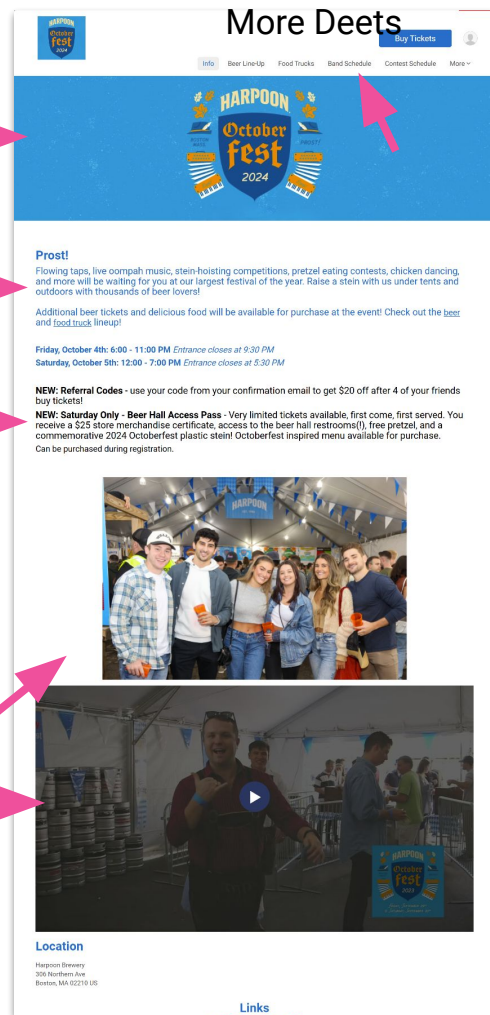
- Simple, ticketing only site
- Branded for the event
- Includes informative key event details, including basic details and menu items for more information + a Ticket Lookup Page
- Includes photos & video to create FOMO

Custom Branding

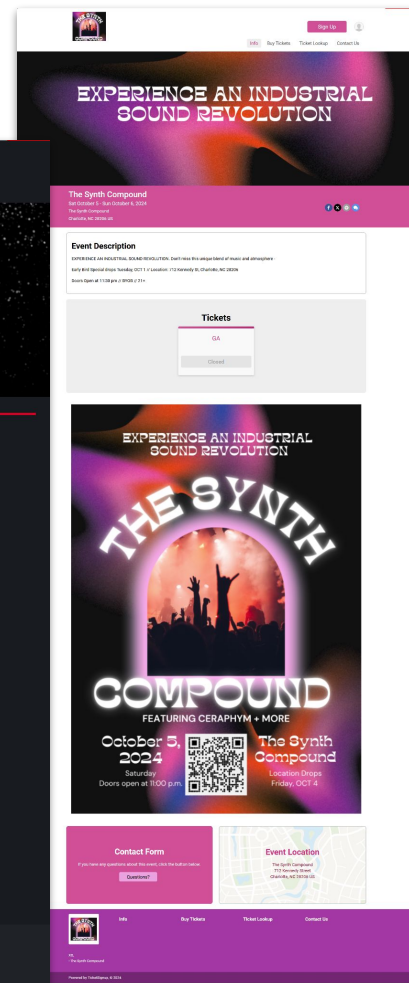
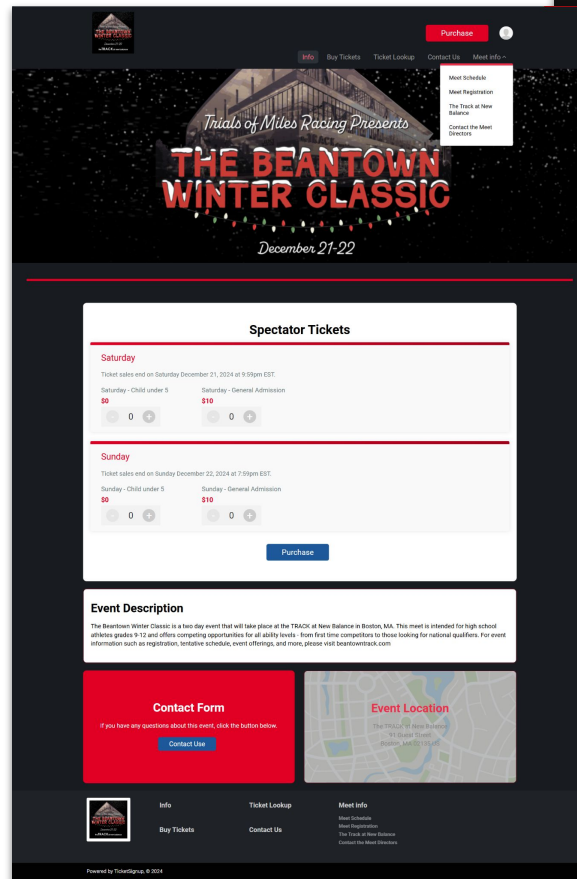
Event Info

Referral Program

Photo & video content



What's Possible With an Event Website

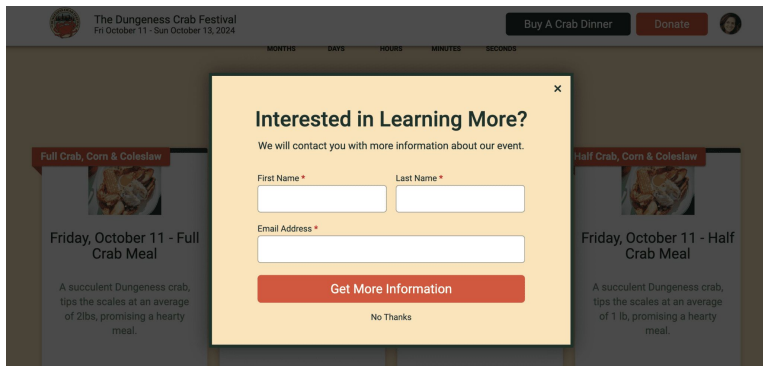


Free Email Marketing



Dungeness Crab Festival

- Imported Emails: 14,468 Contacts
- Free Emails Sent: 16 Emails to 104,675 contacts
- Tickets Purchased from Emails: 723 (\$26,000)
- New Emails via Email Capture: 475



The screenshot shows a website for 'The Dungeness Crab Festival' with dates 'Fri October 11 - Sun October 13, 2024'. At the top, there are buttons for 'Buy A Crab Dinner' and 'Donate'. A modal form titled 'Interested in Learning More?' is centered on the screen. The form includes fields for 'First Name *', 'Last Name *', and 'Email Address *', each with a red asterisk indicating a required field. Below the fields is a red button labeled 'Get More Information' and a smaller link that says 'No Thanks'. The background of the website shows two menu options: 'Full Crab, Corn & Coleslaw' and 'Half Crab, Corn & Coleslaw', both for 'Friday, October 11'. Each menu item includes a photo of the food and a description: 'A succulent Dungeness crab, tips the scales at an average of 2lbs, promising a hearty meal.'



The Dungeness Crab Festival

Sign Up

Donate



Time to Purchase a Dungeness Crab Dinner!

Most seafood lovers probably know that Dungeness crab is one of the most delicious species to eat. The unique taste of the crab, with their briny sweetness, provides a flavor profile that reminds diners of the beautiful Pacific coast and its heritage. Most people consider one crab (ranging from 1/4 lb to 3/4 lb) to be a full serving, and when combined with delicious sides, makes for a big meal!

Recreational crabbers may harvest all year round, but the summer season is typically a favorite for Dungeness crab due to better weather and sea conditions near places like Port Angeles, Sequim, and the surrounding areas.

Dungeness crab is also as nutritious as it is tasty. A 3 oz portion of cooked meat has 19g of protein and contains important minerals and amino acids. It is low in both fat and calories, as well as cholesterol and carbohydrates.

The Dungeness Crab Festival crab dinners are an opportunity to partake of this Pacific Northwest favorite. Order a whole or half crab dinner, with coleslaw and corn, to enjoy in the festival tent or take home for later.

Pre-orders for crab dinners are guaranteed and available for purchase now!

PREORDER A DUNGENESS CRAB DINNER




The Dungeness Crab Festival

Marketing Emails


Create a sense of urgency & FOMO

- Import Contacts to reach as many potential attendees as possible
- Feature “Buy Tickets” call to action
- Use images that highlight the event
- Headings to emphasize key messages
 - Limited Quantity
 - Price Increase
- Don’t Forget: Event Dates, Location



2024 Targhee Bluegrass Festival

Sign Up



2024 Targhee Bluegrass Late Night Ticket Pre-Sale!

We're 8 short weeks away from the 2024 Targhee Bluegrass Festival and are thrilled to announce 3 late night shows at the legendary Trap Bar.

Grand Targhee will host a free show on Thursday, August 8th, as well as a special late-night shows Friday August 9th and Saturday, August 10th featuring Sierra Hull and The Wood Brothers.

Bluegrass ticketholders get exclusive pre-sale pricing (\$25) when you purchase your late-night tickets before midnight on Sunday, June 16th.

Tickets will go on sale to the general public on Monday, June 17th (\$35). If you know the Trap, you know that space is limited, so get your tickets today!

All Trap Late Night Shows are 21+

Purchase Late Night Tickets Today!

Thursday, August 8th
(FREE SHOW)

Missy Raines and Allegheny

8:00pm – 11:00pm

Friday, August 9th


Sierra Hull

11:00pm – 1:00am

Saturday, August 10th


The Wood Brothers

11:00pm – 1:00am



2024 Targhee Bluegrass Festival


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First Skate 2024

Sign Up

Donate



SATURDAY, NOVEMBER 16th

William E. Unschuld Pavilion
Ice Rink at Central Park Plaza
55 Napoleon St., Valparaiso, IN

BUY TICKETS!

First Skate Fundraiser is an extraordinary way to experience the ice rink at Central Park Plaza without the long lines or crowded on-ice. NEW FOR 2024 we'll offer 2 different sessions of skating! Be first on the ice for the season!


Tickets are limited to 200 people per session, so don't wait—get your ticket today!

Event Information

Each \$25 ticket includes:

- Rink admission and skate rental
- Hot dog, chips, dessert, water and hot cocoa
- BOGO rink admission coupon to return at a later date!


All ages welcome (children 12 & under must be accompanied by a parent). All attendees must have a ticket.



Session 1: Family Fun Night

Enjoy family-friendly songs by a DJ, and Skate Acts available for children and beginner skaters.

BUY TICKETS!




Session 2: Rock'n Skate


Lace up your skates and rock out to dance party songs from the DJ, with no Skate Acts on the ice.

BUY TICKETS!

THANK YOU EVENT SPONSORS



Proceeds benefit the Valpo Parks Foundation so we may continue to bring you quality parks and programming.



First Skate 2024

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Ticket Purchase Followup Emails

Upsell, Cross-Sell, and Create Ambassadors

- Dynamic Ticket Purchaser lists
 - All or targeted
- Scheduled or Automated Email
 - I.e. Send 3 days after someone buys tickets
- Keep Emails Targeted
 - Referral
 - Promote other Events
 - Provide Info
 - Weather or Other Emergencies - Postpone/Cancel, Transfer Tickets

"Sorry folks, parks closed."

We almost got away with it! And we would have, if it hadn't been for this meddling hurricane. One nasty band of rain put down enough rain in the area that we'll be drying out all night and all day tomorrow.

But unless something really crazy happens, we are OPEN TOMORROW!

But Panic Point, what do I do now with my tickets?

There is a **Manage Tickets** Button in your e-mail confirmation. Click on that, then Ticket Transfer, and you're on your way.

We know its not your fault that we closed tonight. SO, we have TEMPORARILY LOWERED THE PRICE for Friday, October 4th to \$34. This price will return to \$44 at midnight, so please act now if you want to come next Friday.

That means you can transfer free to tomorrow, next Fri, the first 3 Sundays in October, or the last 2 nights.

See you soon!

%MANAGE_TICKETS_BUTTON%




The Haunted Forest at Panic Point - 2024

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Pre-Event Emails

Upsell, Cross-Sell, and Create Ambassadors

- Dynamic Ticket Purchaser lists
- Scheduled or Automated Email
 - I.e. Send 3 days after someone buys tickets
- Replacement Tags
 - QR Code
 - Purchase Summary
 - Add to Apple Wallet
- Other Event Info



XPoNential Music Festival 2024

Hi %FIRST_NAME%,

We can't wait to see you at the [XPoNential Music Festival 2024!](#)

Be sure to have this email with you (on your phone, no need to print out!) and be ready to scan your QR code below for quick and easy check-in.


If you bought tickets for others and may be arriving separately, share this email with them so they can use the QR code for check-in. For more information about set times, location and transportation, rules and regulations click [HERE](#).

%TICKET_PURCHASE_QR_CODE%

%TICKET_GROUP_NAME%


Your Tickets	Name on Tickets:
%PURCHASED_TICKETS_SUMMARY%	%FIRST_NAME% %LAST_NAME%

Please remember this is an outdoor, all-weather event. ***Tickets and passes are non-refundable and non-transferable.***



XPoNential Music Festival 2024

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Historic Harvest Tour

Hi Allison,

We can't wait to see you at Historic Harvest Tour!


Be sure to have this email with you (on your phone, no need to print out!) and be ready to scan your QR code below for quick and easy check-in.

If you bought tickets for others and may be arriving separately, share this email with them so they can use the QR code for check-in. If they don't have the QR code, our staff can look them up by the name on the purchase listed below.






Your Tickets

VIP:
Fri Nov 1, 2024 12:00pm - 1:30pm EDT
Number of Tickets: 2



To add this pass to Wallet, open this email on your iPhone.




 Parking and Arrival	 Event Logistics
We've got you covered with free parking! 🚗 Parking is available on-site at the Historic Harvest Tour entrance, and attendants will guide you to a spot. Please arrive at least 15 minutes before your scheduled tour time to ensure you're ready to explore.	Upon arrival, head to the welcome tent to check in and receive your map and tour materials. From there, follow the clearly marked paths to each exhibit, where our guides will provide historic insights and seasonal fun! 🎃

[? FAQ](#)

- What should I bring? 🧥 Dress for the weather and wear comfortable shoes for walking.
- Is food available? 🍎 Yes! Delicious fall snacks and beverages are available for purchase on-site.
- Are pets allowed? 🐾 Only service animals are permitted.

See you at the Harvest Tour! 🍂



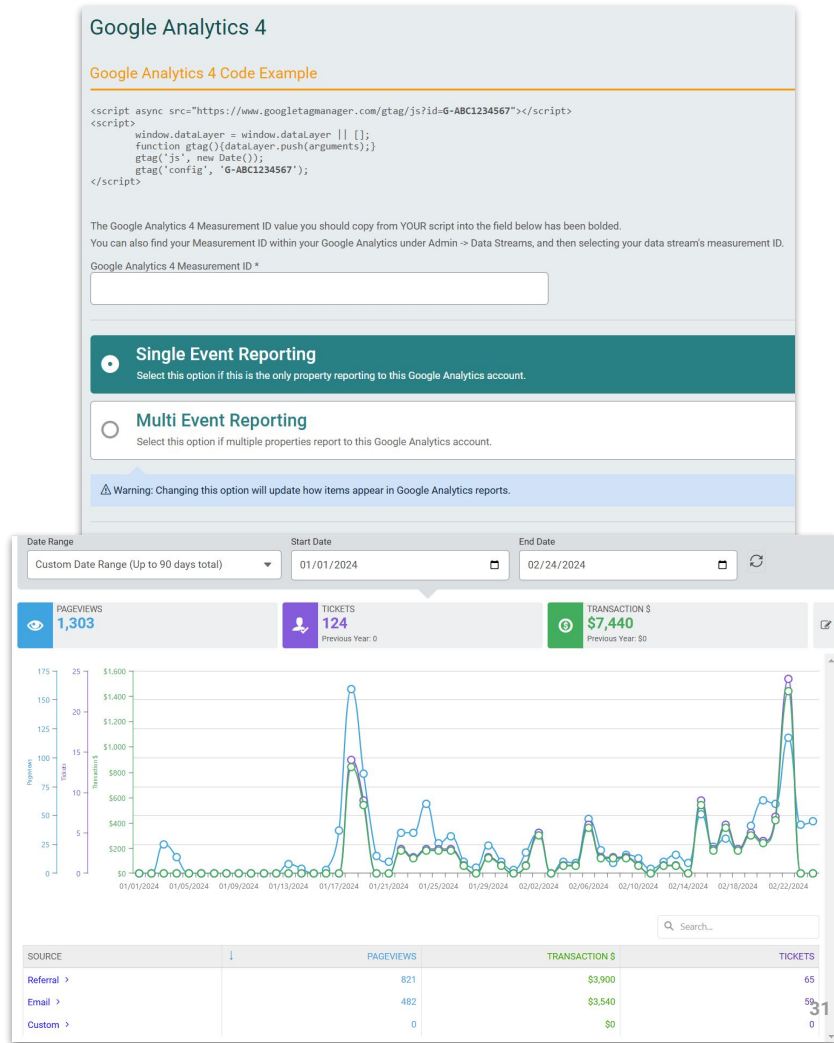
Historic Harvest Tour

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Analytics to Bring it Together

Data is the only way to truly know what is (or isn't) worth your time and marketing dollars.

- **TicketInsights:** Track the last-touch source of every website view and purchase, including to the specific source. Results from all emails sent from TicketSignup are visible
- **Google Analytics GA4 Integration:** Track traffic and conversions of your TicketSignup website (cross-domain tracking available).
- **Pixels and Conversion Codes:** Track results at the source of your marketing activities.
 - Facebook Pixel & Conversion API
 - TikTok Pixel



Demo



The background image shows a night-time event. On the right, a large banner reads 'BUY TICKETS HERE' with a QR code and an arrow pointing to it. Below the QR code, it says 'TICKETS OBTAINED FROM HERE WILL BE VALID'. To the left of the banner, a group of people is walking. The scene is lit with green and blue lights. In the top left corner, there are three small colored dots (yellow, orange, blue).

Thank You For Joining Us Today

For more information, visit us online at ticketsignup.io

 TicketSignup