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Promote Your Events on the Internet by Stella Richard

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The ways events are promoted have gone through a drastic change since the dawn of the internet and the emergence of social media platforms. Making use of these tools as an effective internet marketing strategy can have a radical effect on the success of any event.

Consider employing some of the following tactics to promote your â€˜Below the Lineâ€™ activity or event-

1. Leverage the various tools offered by social media platforms such as Facebook â€˜Eventâ€™ creation features which allow you to provide interesting information in innovative and engaging formats to your target audience. You can additionally count people who are interested in attending posting and sharing news about your event to their own networks, hereby automatically promoting your event.

2. Before you create an event, make sure you have a committed Facebook Page that can give out updates on the brand and the event. You can even conduct polls, upload pictures of the past events that you have conducted and tag people who on these photos to create a buzz around it.

3. You can even make good use of micro-blogging websites such as Twitter, by creating an event handle or having your company Twitter account create an event hash-tag to promote it. Post Tweets that encourage dialogues, Re-tweets and popularize your hash-tag by using it every single time your tweet.

4. Starting interesting dialogues that appeal to your audience on twitter will further encourage your audience to use it, which can add to its popularity.

5. You can also set up contests on these platforms and give way free merchandize and passes to your event

6. Linkedin recently launched an event feature which works great for companies organizing B2B or industry specific corporate events. Create a small update on the event and provide a link to the online registration page. Further motivate your connections to invite other people as well.

7. You can also leverage Linkedin Groups to target niche audiences who will be interested in your event.

8. As an organizer of an event, try to involve yourself in as many online communities that consist of your target audience. Irrespective of the social media platforms there are tons of groups and communities that you can be a part of.

9. On platforms such as Twitter, figure out some key accounts which have more followers and are influential as well. This does not necessarily mean that they need to be celebrities or famous personalities. There are a number of regular Twitter users who are simply popular or are looked up to because of the quality of content that they post on these micro-blogging websites.

10. Get a feel of what your attendees or potential attendees are saying. What are their expectations out of the event? Will you be able to meet their demands? Also find out if the people who look interested are truly your target audience or do you need to revisit your promotions strategy?

In addition to this, do not forget to follow the basic rules of online promotions and marketing strategies. Be creative and relevant and you will be able to lead your event to success.

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