

# Get More People to Your Event and Spend Less Money on Advertising

Online Presentation  
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# Intro

## Nobody is Born an Expert

- Learned Information

## You Don't Need to Be a Geek

- Just Understand Basic Methods

## Online Success Stories

- They Weren't Computer Programmers

## Related Article Link:

- [You Can Be Successful Online Without Programming Skills](#)

# Overview of Presentation

Consider Looking at Advertising and Marketing Differently

## Leveraging Both New and Traditional Media

- Web Site as the Crown Jewel of Your Advertising

You Don't Need a New Web Site

- Focus on Strategy, Not Fancy Graphics

Presentation Focus on Air Show and Event Organizers

- Concepts can be used by any business

# There I Was ...

## Swiss Air Show Model

- Advance Sale Tickets

### **Related Article Link:**

[Leveraging Advance Ticket Sales](#)



## Flour City Brewfest

- [www.FCBrewFest.com](http://www.FCBrewFest.com)
- Event was paid for before the gates opened

## Two Core Strategies of Event Marketing System

- Web Centric Model
- List Building

# Your Web Site

Having a Goal for Your Web Site

Leads, Save Time, Save Money, and Up Revenue

- 99% of Web Sites Don't Accomplish any of These

**Most Powerful Form of Marketing and Advertising**

- Direct Target Market Interaction
- Natural Filter
- 100% Focus on You – No Competition

Consider other Forms of Advertising

- You are Always Competing Against other Advertisers

Interactive Year Round Marketing

# Accountable Marketing

Spend "X" (Dollars) to get "Y" (Result)

We All Spend Money on Marketing

**Are You Tracking Your Advertising ROI?**

- Your Web Site can offer ROI Information

Who's Your Target Market?

- ICAS Demographic Info

Not Enough \$\$\$ to Change People's Minds

# The Web Centric Model

We Get Bombarded By Advertising Every Day

- What's the Last Ad You Saw?
- Can You Remember Details?
- Their Mind is Elsewhere, Not on Unimportant Advertising

Leverage Traditional Media with Your Web Site

Online Article Link: [Web Centric Marketing and Leverage](#)

Web Centric Marketing Puts Your Prospect In Charge

- They Determine What's Important to Prospects

Let Them Remember Your Web Address

Call To Action

- Reason to Go To Your Site

# Web Analytics

Analytics is Bridges Web Centric Marketing

- Online SuperStars all Test and Track for Effectiveness

How to Track?

- Online SuperStars all Test and Track for Effectiveness

Use Analytics to Improve Marketing Effectiveness

- Online SuperStars all Test and Track for Effectiveness

Most Businesses Don't Track

- Online SuperStars all Test and Track for Effectiveness

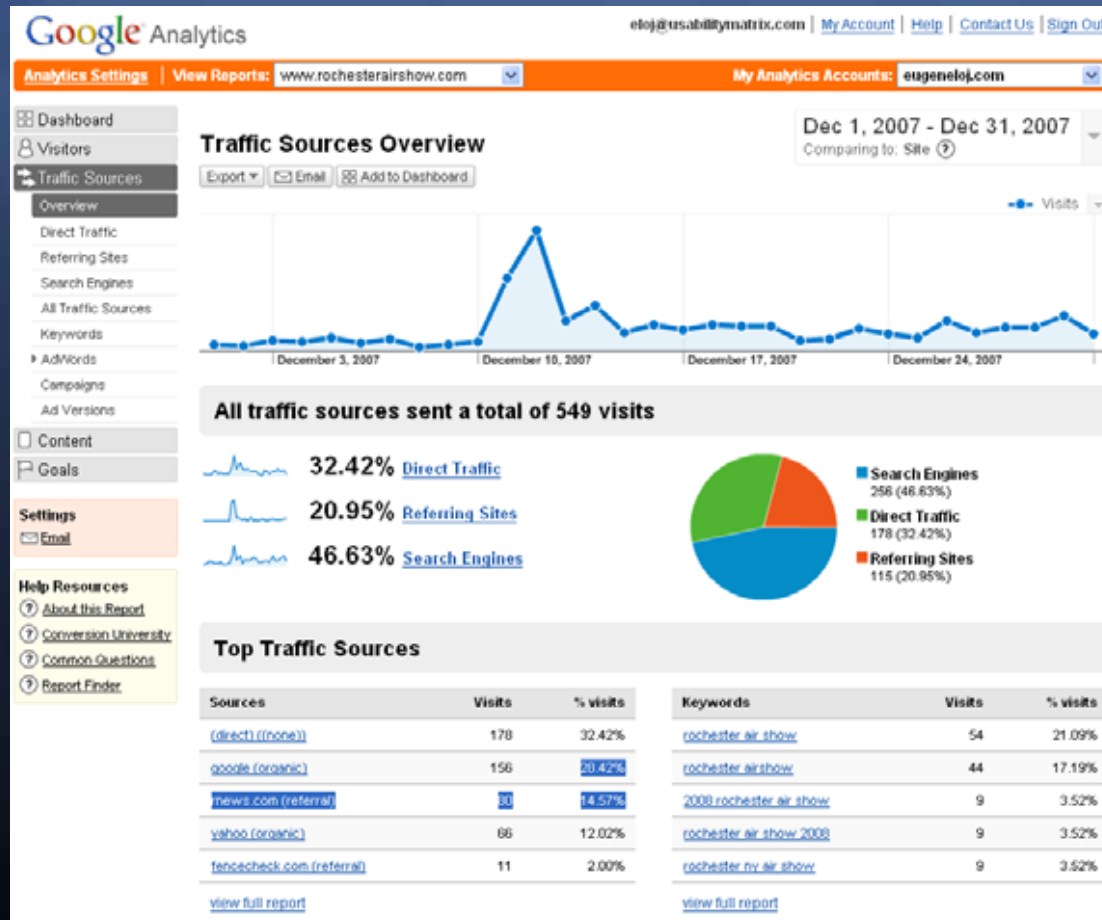
**Related Online Article Link:**

- [Tracking the Effectiveness of Your Marketing](#)



# Web Analytics Example

## Rochester Air Show



# Web Analytics Example

## Air Show Announcement



179 Visits for the Time Frame

- 42% of Referral Visitors From Local News Web Site
- 26% Direct Traffic
- 32% Search Engines

# List Building

## Biggest Online Success Secret

- Success of Brewfest
- Directly Engage Niche Market Customers
- Permission Marketing – Seth Godin

## List Building Success Stories

- [DoubleYourDating.com](http://DoubleYourDating.com)

## Where to Start?

- Ask for First Name and Email

## Related Online Article:

- [Start Building Your List Early](#)

# List Building (continued) ...

## Where Businesses Go Horribly Wrong

- Beat People Over the Head with Sales Pitches

## Your Offer is Quintessential

- Words will determine sign up rate
- Tell them What to Expect Up Front

## You Don't Need a Large List

- List of 700+ Fetches \$150K Example

## Related Online Article:

- *Simple Customer List Building Suggestions*

# Email Marketing

## What to Do After You Have a List

### Successful Email Marketers

- Deliver Value First
- Make it Personal
- Build Trust and Credibility
- Double Opt-in Verify
- Multi-Modal Email
- Track Email Effectiveness

### Open Rate Reality

- Typical Rate on Permission based list is about 40%
- Best is 60%

# Putting It Together

Quick Overview of the Formula

Craft Your Advertising to Be Web Centric  
Drives Qualified Traffic To Your Web Site

When Traffic Gets to Your Site

- Track where they're coming from and make adjustments
- Get their permission to email information

Engage the prospect over time with email

Keep Them On the List for the Future

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