

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
- 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

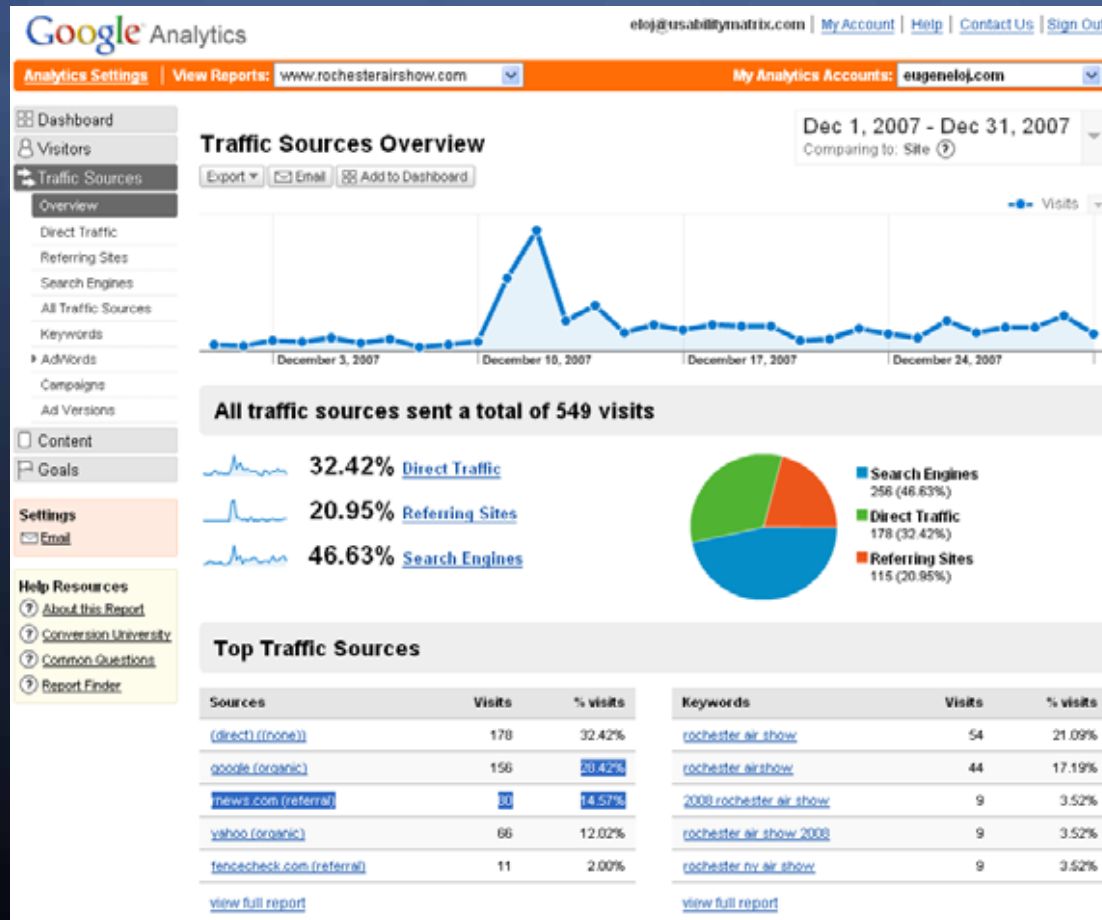
- Online SuperStars all Test and Track for Effectiveness

Related Online Article Link:

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

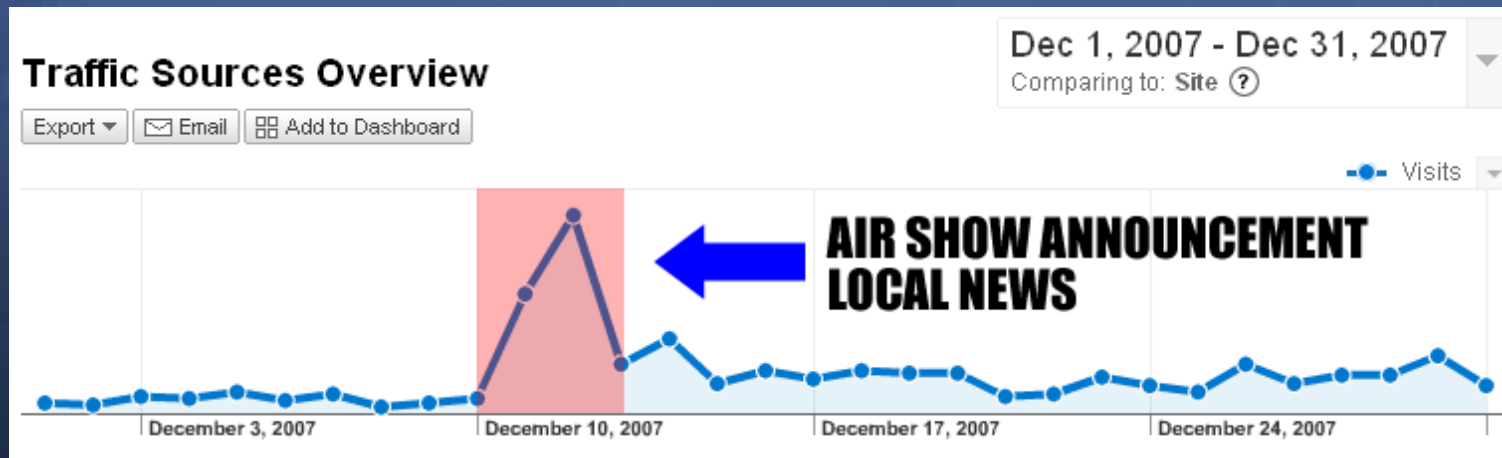
Web Analytics Example

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

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

Get More Great Information . . .

Feel Free to visit EugeneLoj.com for additional information.

You can access over 250 articles and discover how to create a truly effective web site.