

*Note: this template is set to view-only. You can download it or make a copy in order to edit it to make it your own*

## Step-by-step event distribution strategy:

# How to redirect potential customers to your event website (to help boost your Google ranking)

1. Social media promotion	
<input type="checkbox"/>	Add captivating visuals, intriguing captions, and interactive content to capture users' attention
<input type="checkbox"/>	Tease exclusive content, such as interviews only accessible from your website
<input type="checkbox"/>	Host live Q&A sessions with past/upcoming performers, speakers, etc.
<input type="checkbox"/>	Run regular competitions, incentives, or discounts to keep users following your account

2. Email marketing campaigns	
<input type="checkbox"/>	Keep subject lines up to around 40 characters/five to seven words
<input type="checkbox"/>	Include links to your website to increase traffic, such as CTAs and exclusive content only accessible on your website
<input type="checkbox"/>	Use mobile-friendly email designs so attendees can read and navigate your emails on a smaller screen
<input type="checkbox"/>	Personalize emails (add their name and segment email lists to send emails at the right time and include information that suits their behavior and preferences)
<input type="checkbox"/>	Add countdown timers or limited-time offers in your emails to prompt immediate website visits

<b>3. Content marketing and blogging</b>	
<input type="checkbox"/>	Choose a domain name that matches your event name to show up in search results
<input type="checkbox"/>	Include the date and location of your event on your website so search engines can determine its ranking
<input type="checkbox"/>	Add easily sharable content to your website, such as videos and infographics
<input type="checkbox"/>	Use relevant keywords when saving file names and adding them to your website
<input type="checkbox"/>	Build connections with speakers, vendors, and sponsors to increase backlinks to your website
<input type="checkbox"/>	Promote your event on relevant listing websites, such as Eventbrite, to increase traffic
<input type="checkbox"/>	Create meta descriptions and titles that solve the readers' pain points
<input type="checkbox"/>	Incorporate CTAs within your blog posts, encouraging readers to visit other pages on your website

<b>4. Influencer partnerships and collaborations</b>	
<input type="checkbox"/>	Build a rapport with industry influencers to guest post on their website, driving more traffic
<input type="checkbox"/>	Encourage industry influencers to guest post on your website, driving new audiences to your website
<input type="checkbox"/>	Offer influencers unique discount codes or special offers to share with their audience
<input type="checkbox"/>	Host joint Instagram Live sessions or webinars with influencers to expand your audience reach

5. Paid advertising campaigns	
<input type="checkbox"/>	Design compelling ad creatives that highlight key event benefits and include a clear CTA for your website
<input type="checkbox"/>	Utilize ad extensions to direct users to specific pages
<input type="checkbox"/>	Implement retargeting campaigns to reach users who have previously visited your website but haven't completed registration

6. Strategic partnerships and cross-promotions	
<input type="checkbox"/>	Collaborate with partners to create joint promotions or exclusive offers only redeemable on your website
<input type="checkbox"/>	Co-host webinars, workshops, or networking events that require signing up from your website
<input type="checkbox"/>	Offer referral incentives or affiliate partnerships with partners, encouraging them to promote your event website to their audience