

2023

CLIENT EVENT MARKETING



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Client Event Marketing

Client Event Marketing, what should I do?

Marketing for your client events is SO important. Ensuring that you have enough attendees to be worth your while, AND making sure your clients know when, where, and why they should attend!

Ideas for the Event:

- Trivia on the table
- Photobooth with props
- Raffles
- Silent Auction
- Gambling tables w/ fake money
- Tasting Menu
- Happy hour
- BINGO
- Live Musician or DJ
- Pictures with Santa (optional to bring pets)
- Thanksgiving Pie Giveaway
- St. Patrick's Day party
- Halloween Hoedown/ Pumpkin patch Harvest
- Chili Cook off competition
- Pie Party / Bake Off
- Baseball game (major or minor league)
- Skating Parties
- Bowling Competition
- Movie Night/Matinee
- Self Sufficiency Night
- Go Cart Racing
- BBQ/Wine Tasting
- Easter Egg Hunt
- Trick or Treating Event
- Luau
- Back to School Night
- Shred Day
- Charity Drive
- Garage Sale
- Recycle Day
- Movies in the Park
- Picnic at the Park
- Ice cream truck
- Moving Truck
- Food Truck

BEFORE the Event

- 6 weeks
 - Select a date and location
 - Identify which team member will run event
 - Friend every client on Facebook
 - Post on Facebook every 3 days! (Buffer can help schedule these)
 - Retarget your ads to the emails in your database
 - Video blog about the upcoming event
 - Email link to the blog to the entire database
- 4 weeks
 - Call your clients
 - Email your clients
 - Snail Mail your clients (Postcard/Brochure)
 - Post the event on your personal page, personally invite clients.
 - Text A+, A and B clients to invite them
- 3 weeks
 - Social Media Posts (every 3 days)
 - Email reminder
- 2 weeks
 - Email Reminder
 - Call Reminder
 - Snail Mail Reminder
- 1 week
 - Start confirming attendance
 - Text A+, A and B clients to confirm
- 3 days
 - Confirm attendance via phone
 - Confirm attendance via text

AT the Event

- Take Photos (also with every attendee)
- Take Videos (for future event marketing)
- Hand out postcards for your next event!

AFTER the Event

- Personal handwritten notes to those who helped at the event
- Share photos in the newsletter
- Spread Facebook posts of photos out over a week.
- Tag the attendees and mention how much fun you had with them
- Email entire database pictures and links to the blog page
- Call attendees to thank them for attending and mention next event

Connect with us on our Social Media platforms!

Website: <http://clubwealth.com/>

Facebook: <https://www.facebook.com/ClubWealth/>

Facebook Mastermind Group

<https://www.facebook.com/groups/ClubWealth>

Twitter: <https://twitter.com/clubwealth>

Instagram: <https://www.instagram.com/clubwealth/>

YouTube: <https://https://youtu.be/OVI7Xgr0RfE>



DON'T FORGET, you can sign up to get your FREE Strategy Session!

During your 55-minute NO PITCH Strategy Session with a Club Wealth® Coach, we will explore where you are today, where you want to be in 12 months, and we will develop and share with you the EXACT blueprint you'll need to get there.

SCHEDULE A TIME NOW!!