Fáilte Ireland
National Tourism Development Authority

EVENT MARKETING

Internet Essentials for Events & Festivals

Workshop Content

- Developing a Marketing Action Plan for your online marketing activities
- **Branding – the starting point**
- Building an inspirational website that works
- **Effective content; text, image, video, PDF, blog, social media feed**
- How to make search engines like Google work for your festival
- **Online advertising and 'pay per click'**
- Social Media
- **Email Marketing; data, design, test, send**
- Analytics; using online metrics to track performance

Your Marketing Action Plan

Planning for success

- MAP is part of Strategic Plan
- Brief background / history
- **Data:** Marketing tracking information from previous events – do you have?

- **Data:** Who are our customers? Do you understand the needs of different market segments?
- **Data:** Your customer database – analyse and review.
- **Offline Marketing** activities (partnership activities, TV, radio, magazines, newspapers, PR, leaflets, brochures, cards, direct mail, billboard, etc)
- **Online Marketing** activities (website, mobile web, SMS, Email, Social Media, Pay per click, Online ads, Online PR, Search Engine Optimisation, Blogging, Vlogging, etc)
- **Monitor** performance of each, evaluate and conclude
- **Marketing Budget, Timetable** and **Training** Needs
- **Responsibilities** (Pre, during and post event)

Branding events

"A brand is all about communicating the reputation of your event - its 'personality'."

What *personality* does your website communicate for example?

- Exciting and innovative?
- Bland and unexciting?
- Friendly and personal?
- Cheap and amateurish?

Successful branding is about **promoting your strengths**. Start by thinking about what makes your event stand out and what your core beliefs are.

Review customer comments from previous events, as you want to reflect the positive themes that are mentioned again and again.

Your branding will encompass your **logo**, the **colours** and **fonts** you use, the **style of copy** you write and the **style of images and video** your use – even the 'tone' of your social media activity.

What makes a good event website?

A good event website is one that:

- Clearly says What, When & Where it is

- Meets your objectives

- Is easy to update

- Is easy to find online

- Is easy to use / book

- Is well laid out

- Is engaging

- Is quick to download

- Is legally compliant

- Is up to date / accurate

- Adapts to the time of year

Lets consider some examples:

Effective website design

The ideal homepage has some of the following features:

- Bold branding
- Strong, engaging imagery
- Video
- Movement
- Easy to use search function
- Design reflecting quality / USPs
- Design reflecting core markets
- Prominent, prioritised 'call to actions'
- Prominent booking function
- Prominent telephone number
- Strong header & summary text
- Idiot proof navigation

- Accolades / PR coverage
- Skype facility
- 'Print this page' option
- Forward page to a friend option
- Email address / mobile no. collection
- PDF brochures / flip brochure option
- Bookmark & share option
- Social Media embedded / linked
- Blog
- Archive
- Sitemap

Updating your website

Content Management Systems (CMS)

Core functions: add/delete pages, amend text, add links, change images, add video clips, embed maps and social media, control SEO (pagenames, alt tags, meda-data, etc)

- Simple editor, e.g. Cushy CMS
- Software, e.g. Adobe Contribute
- Blogging CMS, e.g. Wordpress
- Open Source CMS, e.g. Joomla!

- Plug-ins
- Requesting a CMS is an important part of website tender document / process

Developing website content

Moving around your website should be easy – we call this "navigation".

Step 1: Plan out your navigation 'buttons' by using a simple spreadsheet

Step 2: Write text content for each page and source suitable pictures, video, etc

Demonstration

Manipulating your photos

- Practical session!
- Irfanview – free download

- Crop
- Resize
- Red eye
- Effects
- Save

- Batch process
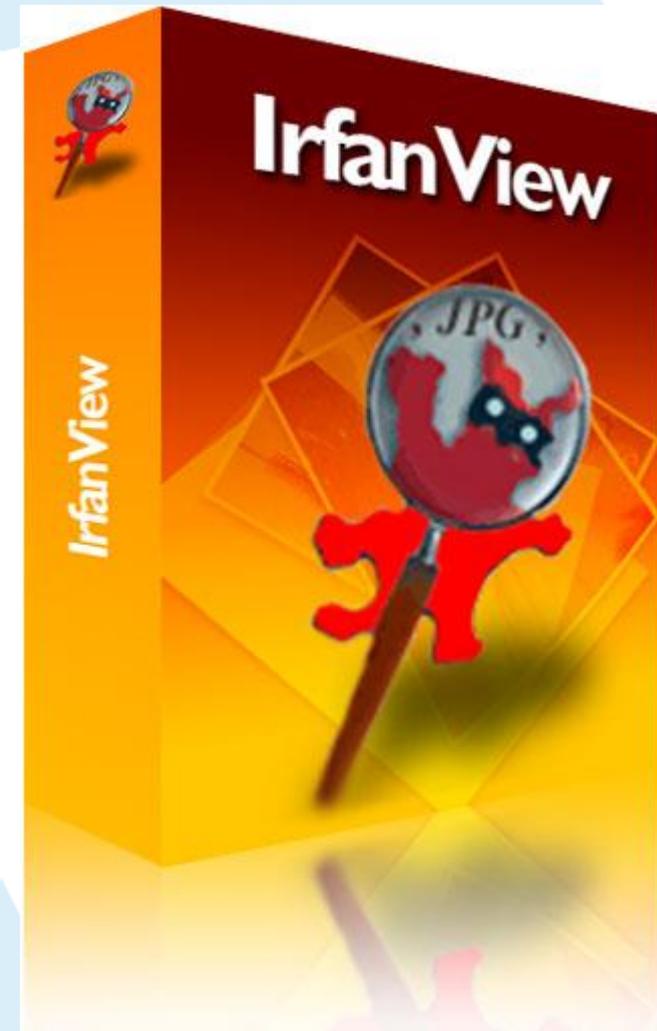
PDFs & Video

- PDFS – printable and index-able by search engines

- Video – simple video slide-shows of excellent images using windows live movie maker (free download)

- Video – plan out carefully, execute, upload (YouTube, Facebook, own site)
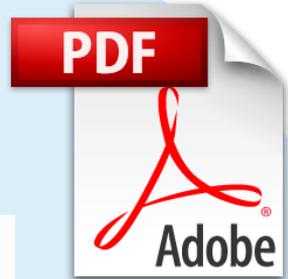
Blogs & Social Feeds

- Blog – A journal for your event to which you can add all sorts of interesting content. Others can subscribe to your posts and comment

- Social feeds – usually Facebook and / or Twitter. Your 'wall' content gets pulled through to an area on your website.
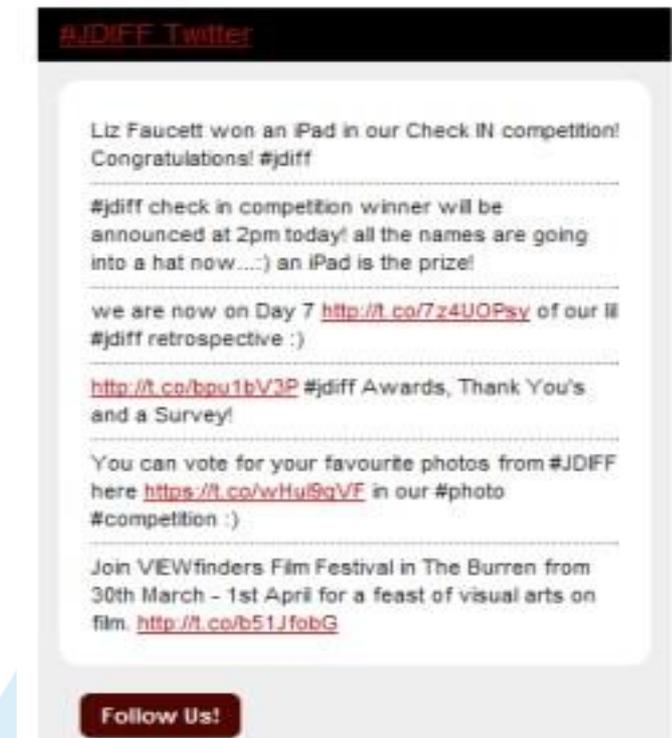
Getting found in Google

Key steps to improving your position in Google:

Step 1: Write down the 'priority search phrases' you'd like to be found in Google for

Step 2: Include those search phrases in the text on your website

Step 3: Write a header (H1 tag) which also incorporating your most important search phrases

Step 4: Write your meta-tags (title, keywords, description) incorporating your most important search phrases

Step 5: Generate a site map which will ensure Google finds each page on your website

Step 6: Ask other people and businesses to link to your website (these are called 'inbound' links) – this process never stops!

Step 7: Keep updating your website on an ongoing basis

1. Choosing your search phrases

https://adwords.google.com/select/KeywordToolExternal

Keyword ideas Sign in with your AdWords login information to see the full set of ideas for this search.

Download ▾

	Keyword		Competition	Global Monthly Searches
☐	marathons ireland	🔍		1,900
☐	half marathon ireland	🔍		1,300
☐	10k runs ireland	🔍		260
☐	10k run ireland	🔍		320
☐	running races ireland	🔍		320
☐	running events ireland	🔍		390
☐	10k ireland	🔍	-	1,000
☐	marathon ireland	🔍		4,400
☐	half marathons ireland	🔍		720
☐	running ireland	🔍		6,600
☐	british 10k run	🔍		1,900
☐	run to the beat half marathon	🔍		590
☐	celebrities running marathon	🔍		880
☐	asics 10k run	🔍		590

The optimisation process

Step 2: Adding search phrases to your copy

- Your key search phrases should be added to your copy so when scanning it, Google will believe the page to be relevant to the customer's search

- The search phrases should not account for any more than 10% of the total copy used on the site. This is called keyword density.

- In this example, the words highlighted are 'Galway International Rally 2010'.

- Priority search phrases need to be carefully woven into the text.

The optimisation process

Step 3: Write an appropriate header

- The header or <h> tags in your website text should contain your key search phrases, e.g.

- In this example, what key search phrases could have been prioritised?
- Sub-headers can also be used, but must have context (not be completely irrelevant to the surrounding text).

The optimisation process

Step 4: Write your Meta-Tags, incorporating priority search phrases

- Title, keywords, description

- Look at meta-tags of sites that are doing well. To do this go to their website and choose 'source' from the 'view' menu. They're usually in the code at the top of the page.

- **Title tag**: most important and should be around 10 words, e.g.

    <title>Music festival Ireland | Traditional Irish Music Events Galway | Cooley Collins Traditional Music festival</title>

- **Keywords tag:** keep simple and specific to main search phrases, e.g.

    <meta name="keywords" content="Cooley Collins | Galway Music festival | Music events Ireland | Traditional Irish Music" >

- **Description tag:** keep simple and to around 20 words, adding in search phrases but making sure it still reads ok e.g.

    <meta name="description" content="Cooley Collins Traditional Irish Music festival is a 3 day event in Galway, Ireland, celebrating everything that's great about traditional Irish music. Welcoming locals and visitors from across the globe.">

- Make sure the tags are different for each page on the website – always try and relate them to the content of that page. Remember, once they're done, they're done!!

The optimisation process

Step 5: Creating a sitemap in XML

- XML sitemaps allow Google to easily find all of the pages on your website.

- Go to www.xml-sitemaps.com and download the sitemap for your site.

- Add this to the root directory of your website files.

**Please enter details for sitemap generation**

Starting URL

Please enter the full http address for your site, only the links within the starting directory will be included. For instance, "domain.com" and "www.domain.com" are not the same.

http://www.joginthebog.ie

Change frequency

None

Last modification

○ None
● Use server's response
○ Use this date/time: 2010-04-21 18:00:05

Priority

None

We have automatic priority calculation implemented for online sitemap generator now!

Check your settings and click button below

Start   Maximum 500 pages will be indexed in sitemap

→

→
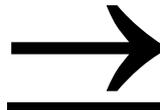
Initial website address

http://www.joginthebog.ie/

Download un-compressed XML Sitemap

http://www.xml-sitemaps.com/download/www.joginthebog.ie/sitemap.xml (2.65Kb)

Download compressed XML Sitemap

http://www.xml-sitemaps.com/download/www.joginthebog.ie/sitemap.xml.gz (0.37Kb)

Download ROR Sitemap

http://www.xml-sitemaps.com/download/www.joginthebog.ie/ror.xml (8.81Kb)

Download HTML Sitemap

http://www.xml-sitemaps.com/download/www.joginthebog.ie/sitemap.html (5.58Kb)
[view]

Download Sitemap in Text Format

http://www.xml-sitemaps.com/download/www.joginthebog.ie/urllist.txt (1.38Kb)

Link building to success

Step 6: Link Building - proactively generating links to your website from other popular, relevant websites

- Link building is a crucial, but often ignored part of the search engine optimisation process
- All of the previous hard work can mean nothing without building these inbound links to your site
- Website traffic via these links (people clicking through) can account for over 50% of traffic to your website
- The links can offer the added bonus of boosting your position in Google for key search phrases

Link building to success

a) Review your current links

- Go to www.backlinkwatch.com

- Close pop-up box and enter website address

- Click on the 'check backlinks' button (avoiding adverts!)

- All of the links found by this website will be displayed below

Link building to success

b) Review competitors' links

- Do the same as the previous slide, using your competitor's website address
- Click through to the sites you think you could get listed on
- Ask them for a free link or find out about advertising costs

Link building to success

c) Reciprocal links

- Getting one-way inbound links can often be difficult, as you looking for something for nothing!

- Often you'll need to add a link to your site in a sort of swapping deal. Just try to make sure they have a higher pagerank than you before you contact them.

- Obviously you'll need some sort of 'links' page. This can often be pretty well hidden on your home page, so Google finds it, but customers don't see it easily.

Link building to success

d) Get links from directories

- Good option, as there is usually no need to link back to them.
- Can be global, national, regional or local.
- Avoid pure link 'farms', as they can damage your rating.
- Go for travel-related ones if possible.

Link building to success

e) Articles and Press releases

- Good option, as there is usually no need to link back to them.

- Hundreds of online PR sites are available.

- Can add 'keywords' or search tags to each article submitted

- Usually free of charge and can have a strong influence on Google

Example of PR article written from a general perspective, then linked to at the bottom using key search phrases and tags. Listed on www.free-press-release.com.

Link building to success

f) 'Paid for' links

- Sometimes it's not enough to use free resources and there are plenty of sites who'd like your cash.

- Many have free 'entry level' adverts, then charge for 'enhanced entries'.

When considering paying for an entry, always consider:
- can the site be easily found for your key search phrases?
- is a customer ever likely to find your weblink and click through to your website?
- is there a time-limited free trial option?
- do you have access to web stats to monitor the number of people who have clicked through?

Google Adwords

Key highlights of *Adwords*

- It's Free to set up, then you 'pay per click'.
- You choose the search phrases you want your ads to appear for. They appear at the top and to the right hand side of the organic listings in Google (depending on the search phrase used).
- You can direct people to specific pages on your site and you write the ad content (limited space)
- You can set a maximum daily budget to ensure you don't overspend.
- You can turn it on and off at any point

Adwords will send you clicks, but your website has to convert them to a booking – is it good enough yet?
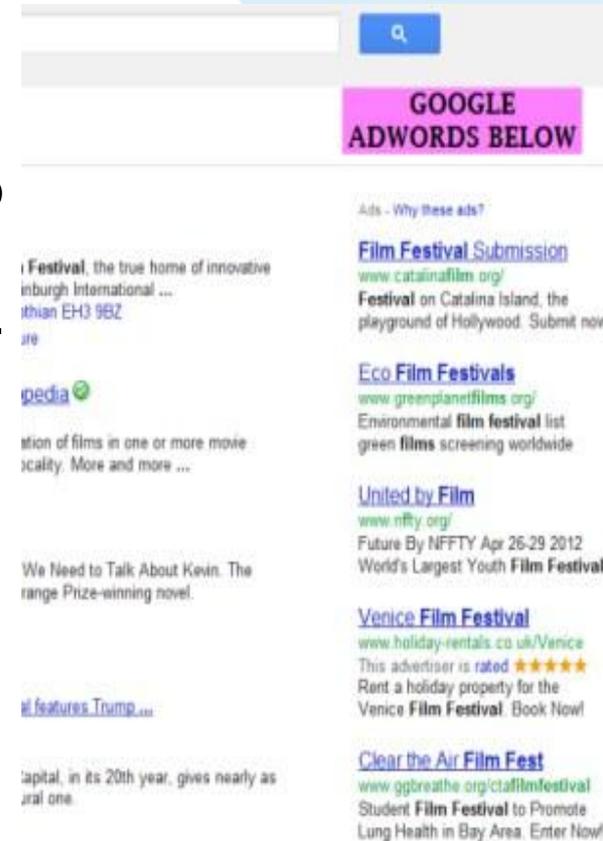
Email Marketing

- Remind customers of your festival / events
- Promote new dates or venues / locations
- Invite feedback / research
- Personalised communication between you and customer
- Reassurance that you are 'contactable'
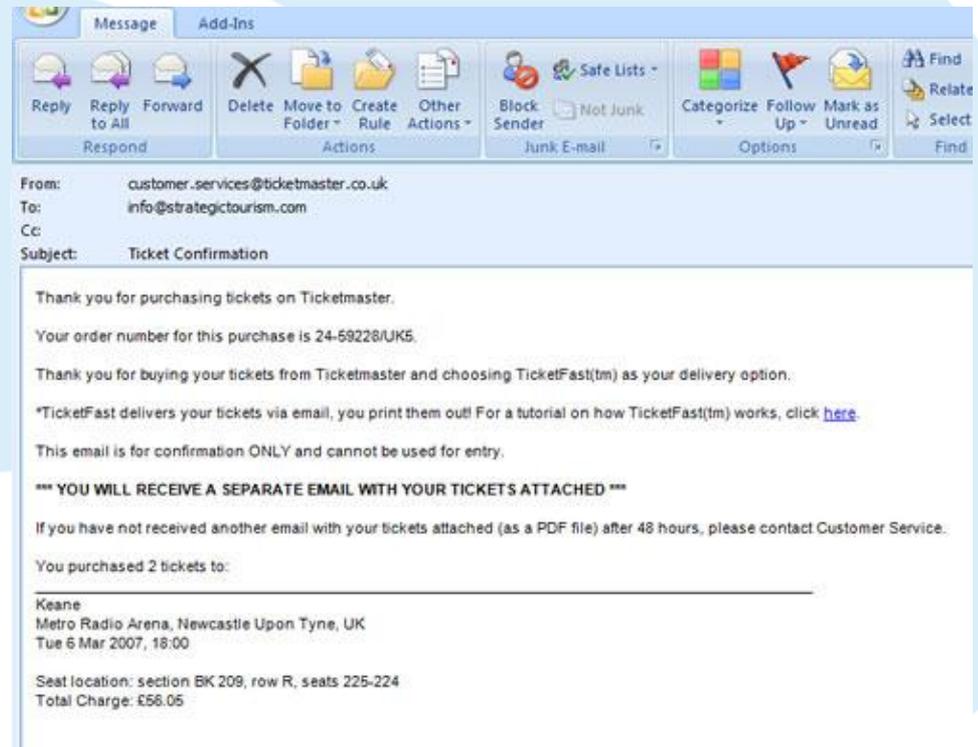
Email marketing

eNewsletters :

- Cheaper to produce than printed equivalent
- Faster to produce, so can have more frequent publications and therefore more up-to-date content
- Web-enabled, so can provide link-throughs to your website, booking facilities, other attractions
- Reinforces and promotes your branding
- Can be developed in a number of different formats concurrently
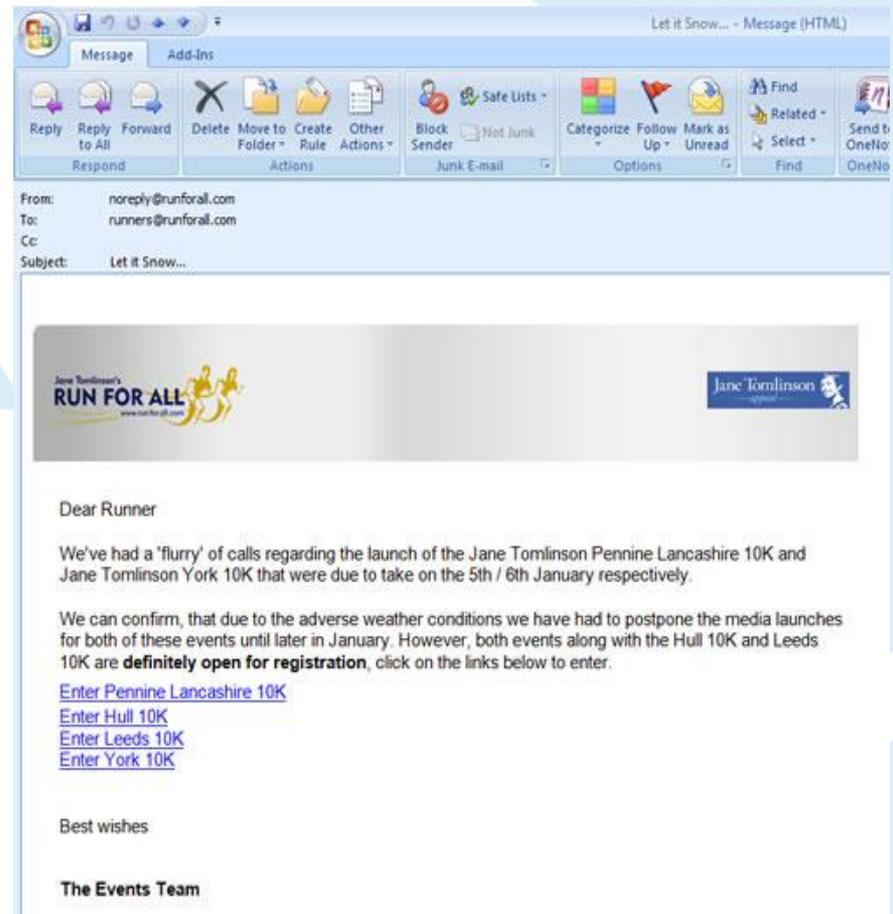
Email – factors to consider

To view this newsletter in your web browser click here

Revolving Gallery

FRIDAY 9TH - SUNDAY 11TH APRIL 2010

Dear Gary Lowthian

Revolving Gallery invite you to their next exhibition. This will take place from Friday 9th April to Sunday 11th April at Gray's Court. Join us as we showcase our 'Spring Collection' featuring 6 professional artists - all varying in styles, subjects and compositions.

This impressive line up includes a selection of works by Andrew Crane, Eva Bauer, Jacob de Graaf, Natalie Bell, Nathan Chenery and Nikola Orpen.

Timings

Friday 9th April: 7.30 – 9.30pm, Preview Evening.
This is your opportunity to hear from the artists about their inspirations and motivations over a glass or two of wine. Please note that due to the nature of the building, there are restrictions on the number of guests we can have at this event. If you would like to attend this special event, please add your details to the guest list.

Saturday 10th - Sunday 11th April: 10am - 5pm, Main Exhibition.
The exhibition will continue over the weekend so please come and enjoy the art at your leisure.

Location

The exhibition will take place in Gray's Court, York. This is located just behind the Minister, on the corner of Ogleforth and Chapter House Street. A tea-room and historic house, Gray's Court is located in one of the

- Aims [TOMA]
- Loyalty v direct bookings
- 3 x messages, prioritise
- Personalised
- Branded
- Visually distinctive
- Clear objective
- Call to action?
- Subject line
- Engaging & relevant content
- Snappy text
- Track stats and improve

- **All reliant on gathering email addresses consistently & accurately**

Email Marketing – doing it online
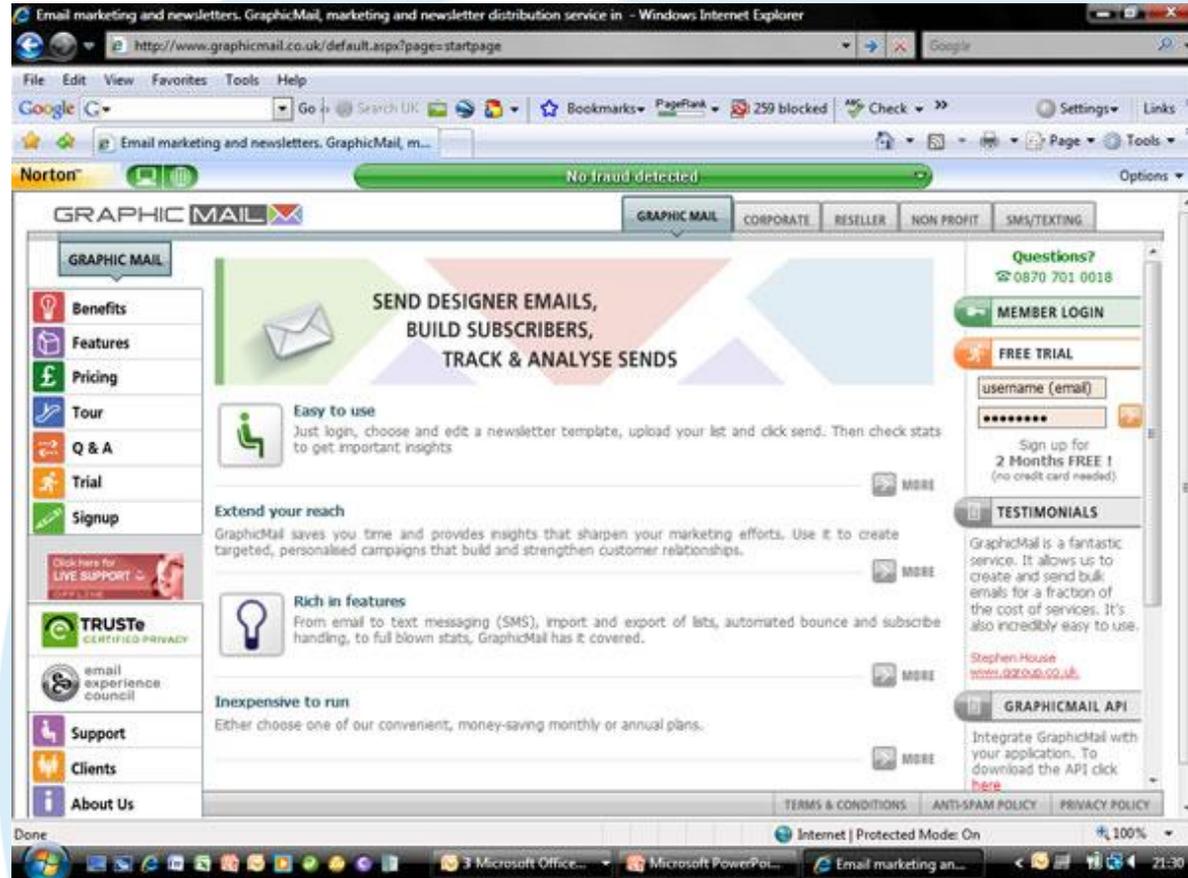
www.mailchimp.com, www.constantcontact.com, www.graphicmail.com

Social Media

1. **"Social"** | relationships and conversations (e.g. With customers)
2. **"Media"** | tools and platforms (e.g. Facebook, twitter)

"**Social Media** is a way of using the Internet to instantly collaborate, to share information and ideas or simply to have a conversation."

This can take the form of video [e.g. YouTube], audio [e.g. Napster], images [e.g. Flickr] and text [e.g. Twitter].

Often, social media platforms combine all of the elements [e.g. Blogger, Facebook]

Facebook

Set up a Facebook Fan page

http://www.facebook.com/pages/create.php

- Takes 20 minutes to set up, though it's best to have some photos ready
- Can have multiple 'administrators'
- Build the content over time – reflect your brand values and keep it up to date
- Encourage customers to post information comments, pictures, videos, etc), as their friends will see this and may be interested)
- Add a link to the facebook page from your email signature
- Add a link to the facebook page from your website
- Promote the page via all your marketing channels, including chatting with your customers

Twitter

Set up a Twitter account

http://www.twitter.com & click 'sign up now'

- Takes 5 minutes
- Choose relevant name, e.g. www.twitter.com/galwayfestival
- Need one, small square image
- Add in your website address
- Start tweeting on a regular basis – monitor responses & reply.
- Use priority keywords in your tweets
- Encourage "retweeting" to boost referral visits
- Link to Facebook and www.facebook.com/twitter or maintain independently if you have the resources.

Google Analytics

Key highlights of *Analytics* (website monitoring):

- It's Free
- Small piece of code on each page
- Excellent level of analysis
- Great for general statistics and tracking individual campaigns
- Can link to Google adwords for excellent 'drill down'
- Go to www.google.com/analytics and click 'sign-up'

Simple website monitoring

The Dashboard

Simple website monitoring

Simple website monitoring

Keywords

Simple website monitoring

Top Content

Fáilte Ireland
National Tourism Development Authority
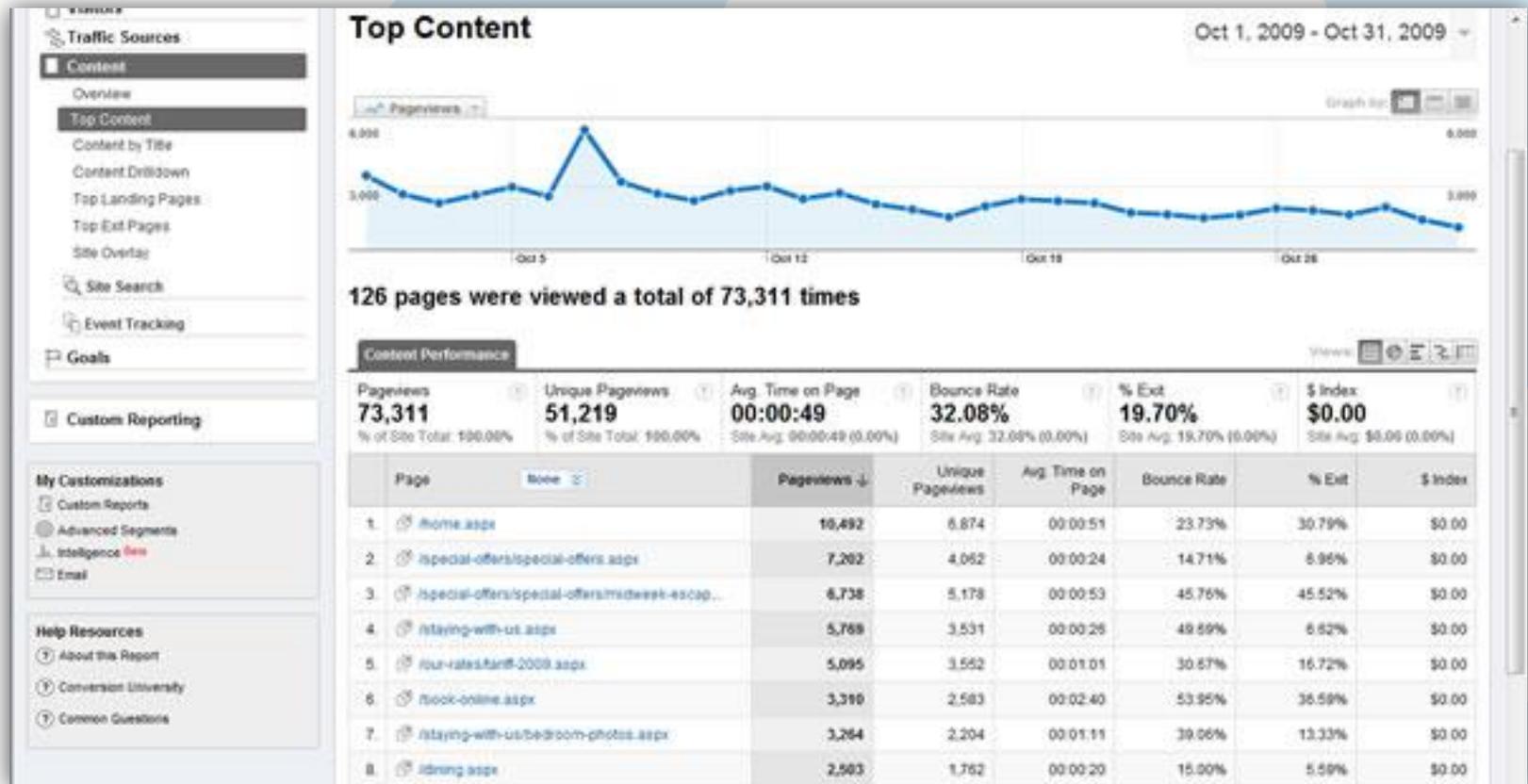
Thank you.

Any final questions?

KEEP IN CONTACT

Facebook	www.facebook.com/webcheck
Online Resources	www.failteireland.ie/WebSupports
Courses Available	www.failteireland.ie/Business-Supports/Websupports/Events
Online Business Tools	www.businesstools.failteireland.ie

For any other questions, contact the Business Supports team on 01-8847762

Presented on behalf of Fáilte Ireland