

# Using Facebook Events to Engage Your Audience

Do you struggle to keep your audience engaged? Social media has become an important tool for audience engagement. As well as allowing you to create business pages to connect with your customers, it also provides several ways to market your services.

The most popular social media channel for businesses, Facebook, offers a variety of tools to boost audience engagement. One of them you might not have considered using is Facebook Events.

Here, you'll discover how to use Facebook Events to engage your audience.

## **The power of Facebook Events**

Facebook gives you a huge audience to market to and its events feature can be a great way to reach them. Helping you to build up customer loyalty, generate additional leads and keep your audience engaged, Facebook Events can be a powerful marketing tool.

You can use the events feature to advertise upcoming occasions or events. So, it could be a bonus you're offering for a limited time, or a networking event you have organized for example.

After setting up the event, you can invite fans of your page, alongside friends and family. This will create an RSVP list, with those invited placed in an "interested in going", "attending" or "not attending" category. This helps you to clearly see who plans to be there.

Members who have been invited, will be notified as the event date gets nearer. There are actually different types of events you can host via Facebook. It helps to have a good understanding of each type before deciding which is best for you and your business.

## **What types of events can you host?**

There are two main types of events you can host via Facebook. You can either host an online or offline event. You can also choose whether to host a paid or a free event.

While offline events have the power to generate more sales, hosting online events can deliver a lot of benefits. This is especially true following the coronavirus pandemic which forced us to socially distance and cancel events.

With an online Facebook event, attendees simply need to tune into your channel on the day of the event. You'll typically host it via Facebook Live, allowing you to quickly connect to your audience. One of the benefits of live online events is that they save

onto your business page. This means anybody who missed the event can still catch it while you keep it on your channel.

With offline events, you'll simply be using the tool to advertise rather than host it. However, you could also live stream the event for anybody who wasn't able to attend in person.

So, choose whether you want to host an online or an offline event and then think about the pricing. If the event is going to give your audience a lot of value, selling tickets can help you to make a good little profit. Another thing to consider is that selling tickets gives the event a more exclusive feel. This can drive up sales, resulting in a larger number of attendees.

On the other hand, offering free tickets can also greatly boost attendance. The trouble is, you'll generally experience fewer conversions from free events so this is something to consider.

### **The best practices and strategies you can follow**

If you want your Facebook event to be successful, there are a number of practices and strategies you can follow. These include:

- Optimize the event
- Provide regular updates
- Consider adding an incentive
- Promote on other social media channels
- Create event hashtags
- Engage with influencers

The first strategy that's going to increase results is optimizing your event. This is going to guarantee maximum visibility. It basically involves using keywords in the event description that will help people find it. Facebook will automatically suggest keywords but doing keyword research will greatly enhance its optimization.

You'll also want to ensure you provide regular updates to your attendees. Use your business page to advertise the event and provide taster content to get them excited. Provide updates on both the event page and your business page. As your audience engages on your event page, it will help it to show up in newsfeeds of their friends and family. This gives you the potential to reach a much wider audience.

Consider adding an incentive too. For example, every person who attends the event will receive something for free. It could be a free gift, or a discount off your products and services. Giving them an incentive is going to help significantly boost attendance and interest.

While you'll want to advertise the event as much as possible on Facebook, it's important to market it elsewhere too. Don't forget about other social media platforms. Spread the word about your event on Instagram, Twitter, Linked In and YouTube.

This will help you to capture a much wider audience, greatly boosting interest in your event.

A small strategy that's going to deliver big results, is creating social media hashtags for the event. This can help to get your event trending on social media. Use the hashtag whenever you post something about the event. The more it trends, the more people you will reach.

Finally, engaging with influencers is another effective strategy you can utilize. People trust social media influencers and they often have large followings. By partnering with an influencer in the same niche, you can use them to market your event to their followers. You could even feature them in the event, greatly enhancing its exposure.

These are some of the best strategies you can use to boost the effectiveness of your event. So, now you know the things you should be doing, what about the things to avoid?

### **Top mistakes to avoid when using Facebook events**

As effective as Facebook events can be, there are a lot of mistakes you can make which will impact its success. So, what are these mistakes and how can you avoid making them?

The main mistakes you can make include:

- Targeting the wrong audience
- Providing too many lengthy updates
- Failing to promote it
- Creating the event page too late

You need to ensure you are targeting the right people. It's all well and good sending as many invites out as possible, but if you're targeting the wrong audience it's going to hurt your reputation. So, make sure you're only targeting those who would benefit from your event.

While updates are important to aid in engagement, make sure you're not providing too many. Similarly, make sure any updates you do provide are as short as possible.

You're also going to need to spend a lot of time promoting the event. You can't just create it, advertise it once and then forget about it. For it to be effective, you need to continuously market the event to both new and existing contacts.

Finally, make sure you don't create the event page too late. You'll want to give your audience plenty of time to make arrangements so they can attend. Doing it as far in advance as you can also helps you. You'll have more time to market it and boost engagement in preparation for the big day.

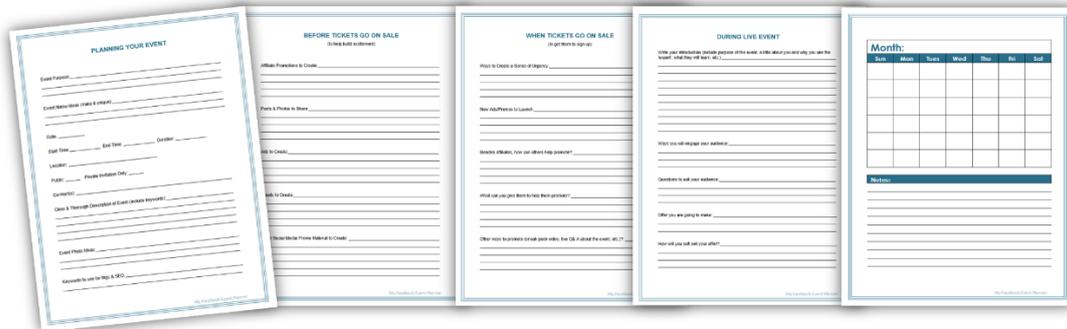
Overall, Facebook events can be a great way to boost sales, build up your reputation and engage your audience. However, you will need to put some effort into promoting the event if you want it to be a success.

## Let's Talk About the Templates and Checklists Included in this Month's Package:

Our goal every month is to make things simpler for you...to make it easier for you to reach more people in your business and get more sales. With that in mind, let's look at this month's planner and templates pack. This bundle includes a Facebook Event Planner and 7 Checklists to help you stay on track while planning your event including, How to Set Up Your Facebook Event, How to Promote Your Event, What to Do Before Tickets Go on Sale, What to Do When Tickets Go on Sale, What to Do When Your Event is Live and Engaging Your Event Insights. Let's take a quick look at each.

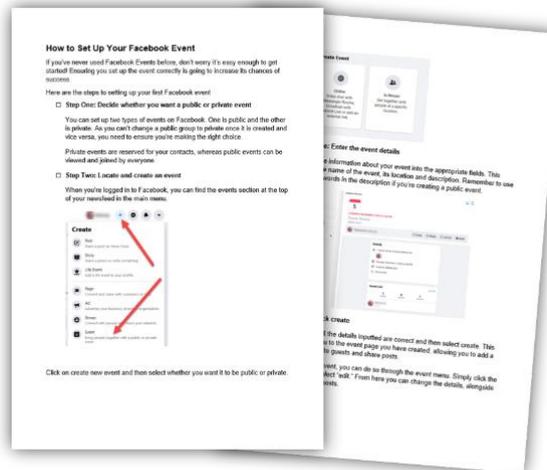
### Facebook Event Planner

Use this Planner to come up with a plan, brainstorm ideas and evaluate the previous months progress.



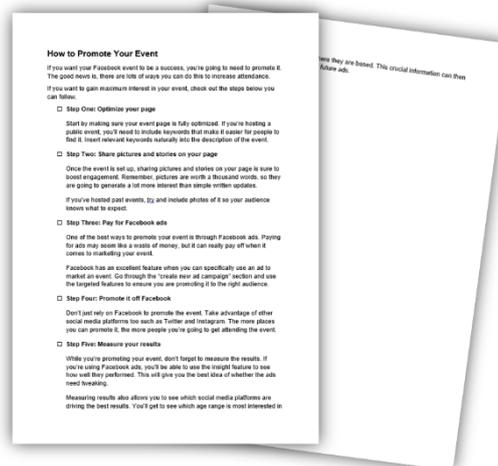
## How to Set Up Your Facebook Event Checklist

Ensuring you set up your Facebook event correctly is going to increase its chances of success. Here is a checklist to help you get started setting up your first Facebook event.



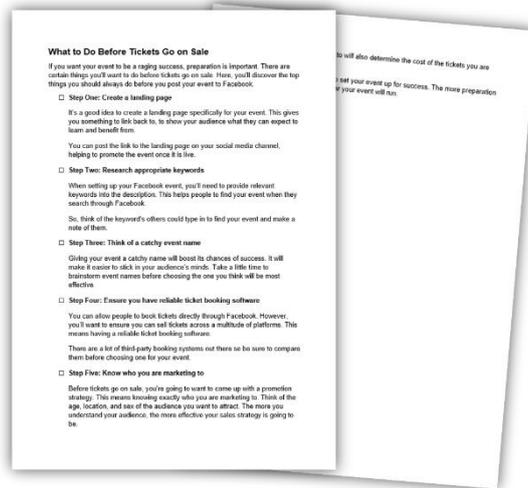
## How to Promote Your Event Checklist

If you want your Facebook event to be a success, you're going to need to promote it. There are lots of ways you can do this to increase attendance. Use this checklist to gain maximum interest in your event, check out the steps below you can follow.



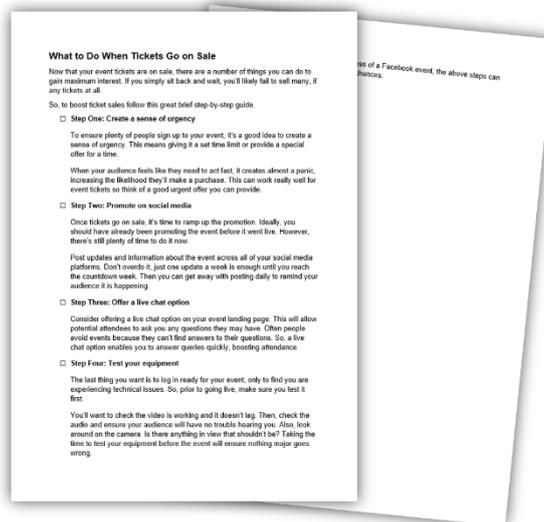
## What to Do Before Tickets Go on Sale Checklist

If you want your event to be a raging success, preparation is important. There are certain things you'll want to do before tickets go on sale. With this checklist, you'll discover the top things you should always do before you post your event to Facebook.



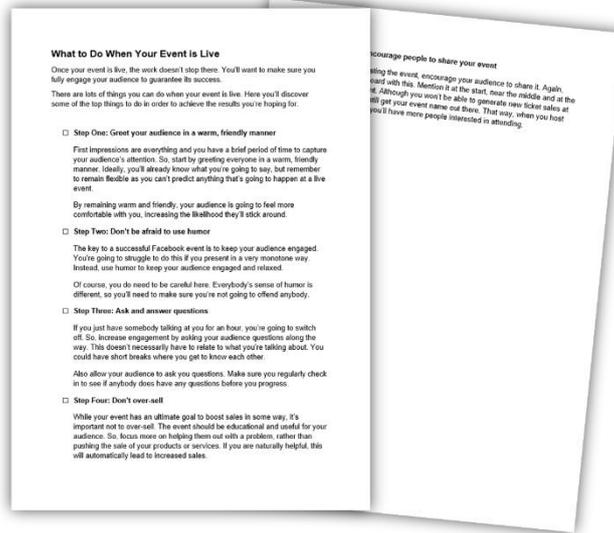
## What to do When Tickets Go on Sale Checklist

Now that your event tickets are on sale, there are several things you can do to gain maximum interest. If you simply sit back and wait, you'll likely fail to sell many, if any tickets at all. So, to boost ticket sales follow this step-by-step checklist.



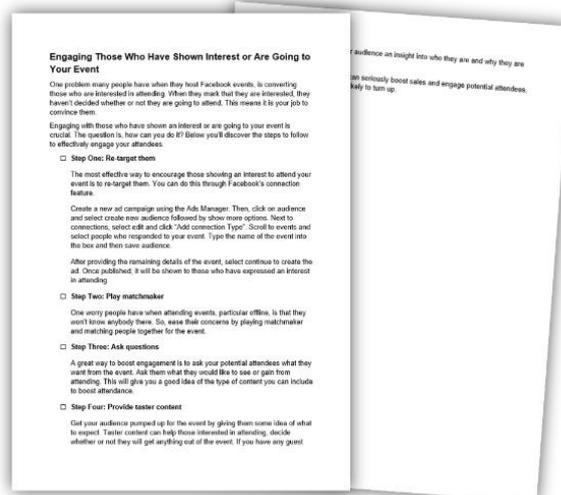
## What to Do When Your Event is Live Checklist

There are lots of things you can do when your event is live. Use this checklist to discover some of the top things to do to achieve the results you're hoping for.



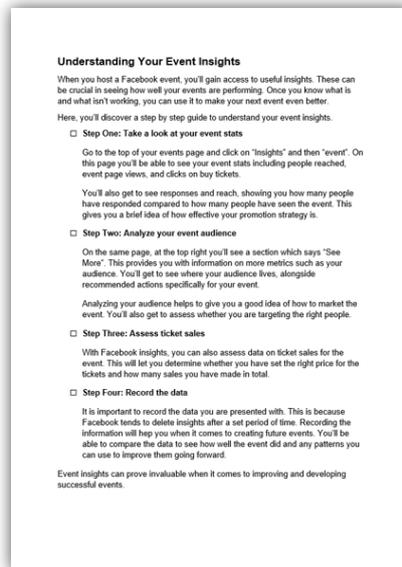
## Engaging Those Who Have Showed Interest or are Going to Your Event Checklist

Engaging with those who have shown an interest or are going to your event is crucial. The question is, how can you do it? Below you'll discover the steps to follow to effectively engage your attendees.



## Understanding Your Event Insights

Here, you'll discover a step by step guide to understand your event insights.



As you can see, everything included in this month's planner and checklists templates pack will help you stay on track while planning your Facebook events to help you grow your business and increase your income.