

EVENTS LIKE A DOG SHOW OR A COMMUNITY EVENT ARE A GREAT WAY TO BUILD TRUST AND SPEAK TO POTENTIAL CLIENTS!

Creating, organising or attending offline taster events

I was once a judge at a dog show, and it came with lots of media exposure and shares of my business. Whilst I did this on a voluntary basis it was a great opportunity to get more well known in the area!



1. Examples of events

These are free taster events, or volunteering used as a marketing strategy to build trust with potential new clients. Or can sometimes offer paid opportunities.

- Local community events
- Bird shows
- Dog show
- Village fete
- Vet Q and A
- Networking
- Rescue talk
- Vet talk
- Co-working
- Online dog show
- Seminars
- Therapy pets/animal education

2. Event planning - before, during and after

Event planning can take some real thought - think of it as opening a door of opportunity to get new clients. Of course, if you are volunteering at someone else's event, make sure it's sound ethically, you've done your research and to remember as it's not your personal event you can't control all variables.

However, if someone else is organising it will take a huge weight off your shoulders!

If it's your event needs to be well publicised, so start to think about where your customers are hanging out and how you can inform them of your new events. This is when relationship building can really help – and even thinking of others who could help you with your event?

Before your event or volunteering at someone else's

You need to start telling people about your event, so this will take a good few post creating intrigue.

So relevant posts and videos all gently creating touch points to your event. I usually do these a few months before building up the momentum!

You may consider a Facebook campaign about your event. Promote it to relevant target audiences – think age, interest and location.

You may want to consider a Facebook Live event first – again, this will act as a funnel for your free event.

Putting up posters, the venue cross promoting. The more people that know the better!

Consider a limited number of spaces but always over exceed. If your venue fits 30, have 40 tickets available. People will drop out. Consider creating the event on Eventbrite. This way they need to physically book, which gives more commitment. You can also capture emails to nurture them after and send a reminder before the event.

I like to also promote my events in my Facebook community, if you don't run a Facebook group it may be something you wish to consider. Otherwise, there is the option of sharing in other groups with admins permission.

If it's someone else's event check out how they'll promote it, is there a community group attached, who else is attending?

During your event (offline events)

Have a theme and ensure it's not just you that is talking. You may consider getting people into small groups, teambuilding exercise or even a guest speaker.

Nice welcome. Free coffee? Cake? Goodie bag.

Take a clip board and get ideas, contact details. Make them the centre of attention.

Remember at the end you need to pitch your paid services, perhaps you will run an additional paid group that funnels from this?

If it's a dog show, community event, make sure you visit other's stands, get to know the organisers. Check out other opportunities for promotion.

After your event

Thank them by email. Consider adding to your free group or regular email updates. Inform of other events. Remember if they are cold clients you may need to do several free events with them before they are willing to buy. Don't feel defeated if not many sign up on your first event. Remember this is a journey.

Share lots of photos of your event. Get feedback.

If it's a dog show community event, can you connect with other business attendees, post on community groups about how successful it was. Is there a newsletter, community group?

AND REMEMBER...Whether it's your event or you've volunteered

Let everyone know how awesome it was!