



# 'Canes Community Events – Event Marketing

## OVERVIEW

An effective marketing strategy is a key part of ensuring your 'Canes Community's constituents know about your event and the event is well attended. 'Canes Communities are responsible for developing and executing marketing items to promote their events.

## TYPES OF 'CANES COMMUNITY EVENT MARKETING

- 'Canes Community Mass E-mail System
- 'Canes Community Webpages
- Social Media
- Printed Collateral
- Word of Mouth

*\*Please refer to the Marketing & Outreach Section for more information.*



## 'Canes Community Events – Event Marketing

### GUIDELINES

- 'Canes Communities are strongly recommended to begin marketing an event at least four weeks prior to the event date.
- 'Canes Communities should have a marketing item scheduled each week during the course of a marketing campaign for an event.  
**Important: Mass e-mail frequency should be limited to one e-mail per week.**
- 'Canes Communities should use as many types of marketing mediums as possible. This ensures that you are maximizing the communication scope of your 'Canes Community's event marketing and reaching as many constituents as possible.
- 'Canes Communities are strongly encouraged to incorporate an R.S.V.P. action item within their event marketing that asks the recipients of the marketing to R.S.V.P. for the event. Examples of this include an e-mail address to send an R.S.V.P., or an online event registration link. An R.S.V.P. action item in your marketing helps with a variety of event-related tasks including determining approximate guest counts, and capturing constituency engagement information. *\*Please refer to the Constituency Engagement Information Collection Section for more information.*
- Before sending out event marketing items, be sure to thoroughly check the event information to ensure that everything is correct (including event date/time, event location name and address, etc.)